35 Cents

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

OCTOBER 23, 1961

All-industry tv group proposes ASCAP fee cut in new copyright formula 23

Breck shampoo's suppleness and savvy in tv keeps it jump ahead of giants 36

Advertising's public image gets a going over by agencymen in California 30

Should radio stations stop breeding so fast? FCC's Ford asks for answer 63

COMPLETE INDEX PAGE 7

YOUNG and MATURE

[illegible] YOUNG
appearing in
[illegible]

VICTOR MATURE
appearing in
SAFARI

Two more greats starring in
COLUMBIA POST-48's!

THE FEATURES TOP STATIONS FEATURE

SCREEN GEMS, INC.
TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.

SIOUX CITY LOOKS TO KVTV FOR THE WEATHER...

And for leadership on the local scene in news, sports and public affairs programming. The KVTV weather ball is symbolic of the station's leadership in Sioux City.

KVTV's leadership in programming and interest in the viewers viewpoint are highly rewarding. Viewers' confidence in KVTV makes our commercials most effective . . . as a result, they buy our advertisers products—en masse. Isn't this what you're looking for? Your Katz man can put you in touch.

KVTV

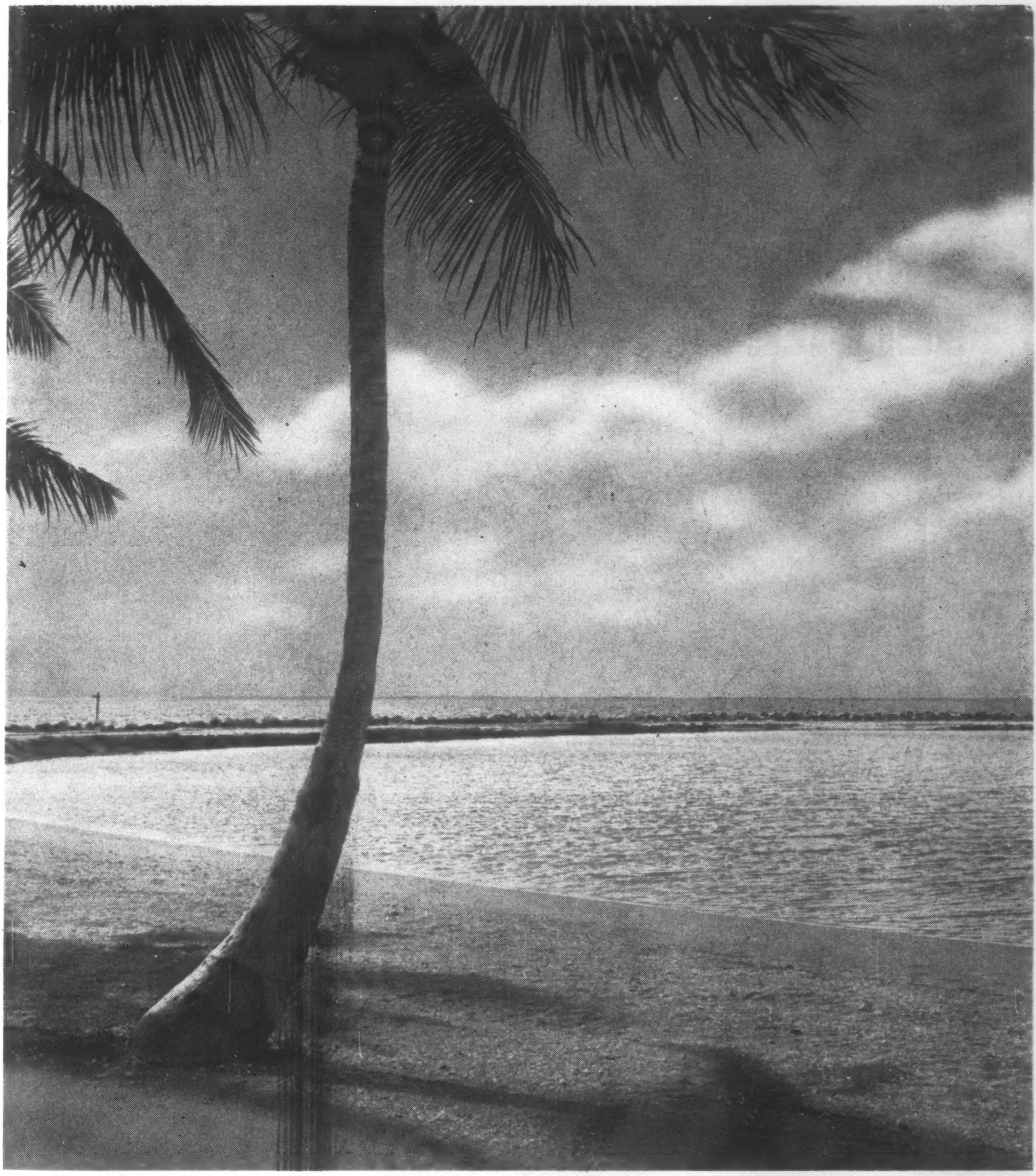
CHANNEL 9 • SIOUX CITY, IOWA

CBS • ABC

Minn.
S. Dakota
Yankton
Iowa
Sioux City
Nebraska

PEOPLES BROADCASTING CORPORATION

KVTV	. . . Sioux City, Iowa
WNAX	. . . Yankton, South Dakota
WGAR	. . . Cleveland, Ohio
WRFD	. . . Columbus-Worthington, Ohio
WTTM	. . . Trenton, New Jersey
WMMN	. . . Fairmont, West Virginia



This magnificent expanse of tropical beach is in Dade County, Florida, which this Fall will have grown to a permanent population of over a million people.

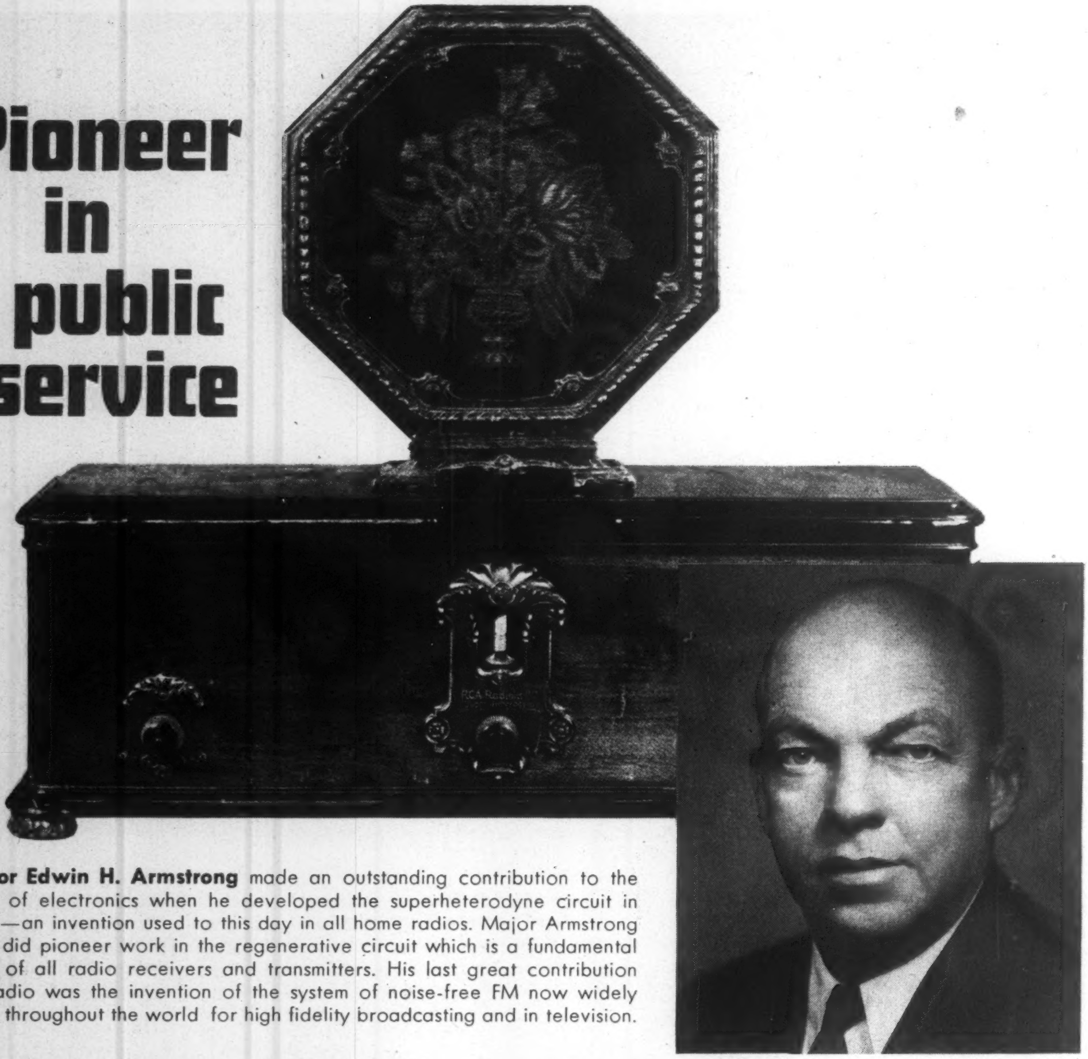
The South Florida audience coverage of WCKT, Channel 7, Miami, begins with this new one million population and spreads to Broward County with 333,946, Palm Beach with 228,106, and continues over 11 other counties for a total of 1,813,225 people and 525,000 television homes. Dade County alone is America's 17th market by population and 13th by retail sales.

Check your NSI and ARB area studies to see the great WCKT homes circulation.

And check our National Representatives, Harrington, Righter and Parsons. In the South, Bomar Lowrance & Associates.

BISCAYNE TELEVISION CORPORATION • WCKT-TV 7

Pioneer in public service



Major Edwin H. Armstrong made an outstanding contribution to the field of electronics when he developed the superheterodyne circuit in 1919—an invention used to this day in all home radios. Major Armstrong also did pioneer work in the regenerative circuit which is a fundamental part of all radio receivers and transmitters. His last great contribution to radio was the invention of the system of noise-free FM now widely used throughout the world for high fidelity broadcasting and in television.

WGAL · WGAL-FM · WGAL-TV have pioneered in the development of mass communications. Established in 1922, 1944, and 1949, respectively, these stations have been and are dedicated to serving all listeners in the cities and communities throughout their coverage areas.

WGAL-TV
Channel 8

Lancaster, Pa.
NBC and CBS
STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

Demix unrest

Deintermixture is No. 1 topic in eight cities (four of them state capitals) marked by FCC for all uhf operation through elimination of single v's in each market. Since adjournment of Congress last month, legislators who have returned home report public highly exercised over threatened loss of service, particularly in areas contiguous to markets which won't be covered by single uhf outlets. It's now foregone conclusion that House Commerce Committee will hold extensive hearings, probably early next session, with FCC final action forestalled until Congress reaches conclusion.

Drop-ins, however, are different matter. Because proposals in eight markets do not do extreme violence to existing separation standards, notion is that Congress would be loathe to interfere on ground that no new policy is involved. Feeling is that FCC will process grants, probably with interim authorizations in eight markets (Oklahoma City; Johnstown, Pa.; Baton Rouge, La.; Dayton, Ohio; Jacksonville, Fla.; Birmingham, Ala.; Knoxville, Tenn., and Charlotte, N. C.), plus standard drop-ins in Rochester, Syracuse and Grand Rapids and call it quits. As one commissioner recently expressed it: "We'll slam down the lid and throw the key away."

WINS to Mutual studied

Half dozen inquiries about availability of WINS New York at $10 million-plus figure have been made with intriguing prospect that station may wind up under ownership of Mutual, for which it is now serving as key station. Mutual, wholly owned subsidiary of Minnesota Mining & Manufacturing Co., has had conversations with J. Elroy McCaw, WINS owner, since option held by Storer Broadcasting Co. was terminated earlier this month with Storer's acquisition (subject to FCC approval) of WMGM New York for approximately $11 million (BROADCASTING, Oct. 16).

Credence is given 3-M-WINS possibility because of recent affiliation (BROADCASTING, *Aug. 14*) *of WINS as Mutual's key station in New York. Moreover, Robert F. Hurleigh, MBS president, who left last week for European trip, publicly has stated that network would like to acquire owned and operated stations and logical start would be station in nation's first market. WINS last week received license renewal, held up since June 30, 1960, because of payola questions involving station personnel. It isn't likely that anything will be done for fortnight, either with Mutual or with other prospective purchasers, which are said to include both newspaper and magazine groups.*

Paper offers 'spot space'

New Advertising selling concept carrying intriguing title of "Spot Space" is being introduced by *New York Daily News* in effort to bolster frequency insertions by national advertisers. Under concept, national advertisers buying minimum of 25 lines and maximum of 100 lines earns frequency discount of 35%. Buy must be for 13 weeks, as in tv. Move said promoted by inroads of both spot tv and network tv on national advertisers' dollars. Hope is plan will spread out advertising insertions, which at times, causes cancellations of some advertisements because of overload and will persuade advertisers lured to tv to return to newspaper fold. Plan started in late September, but apparently has had few takers.

Re-engineering spectrum

Coverage of universe by satellite relay transmission would be simple feat in comparison with exploratory plan of Jerome B. Wiesner, President Kennedy's scientific adviser, who envisages solution of all allocations problem through use of variation of pulse transmission that theoretically would multiply spectrum to accommodate every known type radio communications. FCC Chairman Newton N. Minow, who has maintained close liaison with Dr. Wiesner, on leave from his professorship at MIT, is intrigued with project and is exploring it.

Even if plan proved feasible, it necessarily would make obsolete all existing equipment, both in hands of public and industry. For tv alone, it might entail $20 billion to replace existing equipment—and this after period of essential experimentation and development. Question: Who would foot bill?

Mets sponsors

There's much ado now about something regarding future baseball broadcast coverage in New York next season. New National League club (Mets) starts in Spring, as will radio-tv coverage of games. As of last week, talks were on looking toward possible sponsorship of games by F. & M. Schaeffer brewing and Gulf Oil (CLOSED CIRCUIT, May 29). Another advertiser (cigarette) also said to be in negotiation.

WNTA-TV sale studied

With eye on Oct. 30 contract expiration date FCC will consider $6.2 million sale of WNTA-TV Newark-New York to educational interests this week. In petition for speedy action, both parties pointed out that approval must be forthcoming before Sunday (Oct. 29) (BROADCASTING, Sept. 25). State of New Jersey has bitterly protested sale of ch. 13 outlet to Educational Tv for the Metropolitan Area Inc.

FCC faces somewhat similar dilemma in Westinghouse Broadcasting Co. purchase of KLAC Los Angeles for $4.25 million. This sales contract has been extended once at indirect suggestion of FCC (CLOSED CIRCUIT, *Oct. 2*) *and expires second time this weekend. Approval has been held up by commission's failure to renew licenses of WBC station because on anti-trust case and late last month FCC told parties it hoped to act on sale in near future. As consequence, sales contract was extended for one month.*

Favor repayer

Chairman Newton N. Minow of FCC is repaying favor with favor but Washington broadcasters have balked privately at accepting invitation to participate on grounds forum is stacked. FCC Chairman has agreed to be "featured" speaker on Dec. 5 panel discussion on tv programs arranged by Janney Elementary School (Washington) PTA. Prof. Gilbert Seldes of Annenberg School of Journalism, U. of Pennsylvania, and NAB President LeRoy Collins and representatives of Washington tv stations have been invited to participate, all at suggestion of Chairman Minow.

Movie stay-at-homes

Survey of effects of NBC-TV's Saturday night prime-time programming of post-'48 motion pictures (9-11 p.m.), taken in New York City by small but prosperous movie exhibitor chain, showed drop of as much as 15% in metropolitan area's movie business.

Biggest loss was in suburban areas, with broadway business running about normal. Movie exhibitors are concerned lest other networks follow NBC's lead and also program films in prime time.

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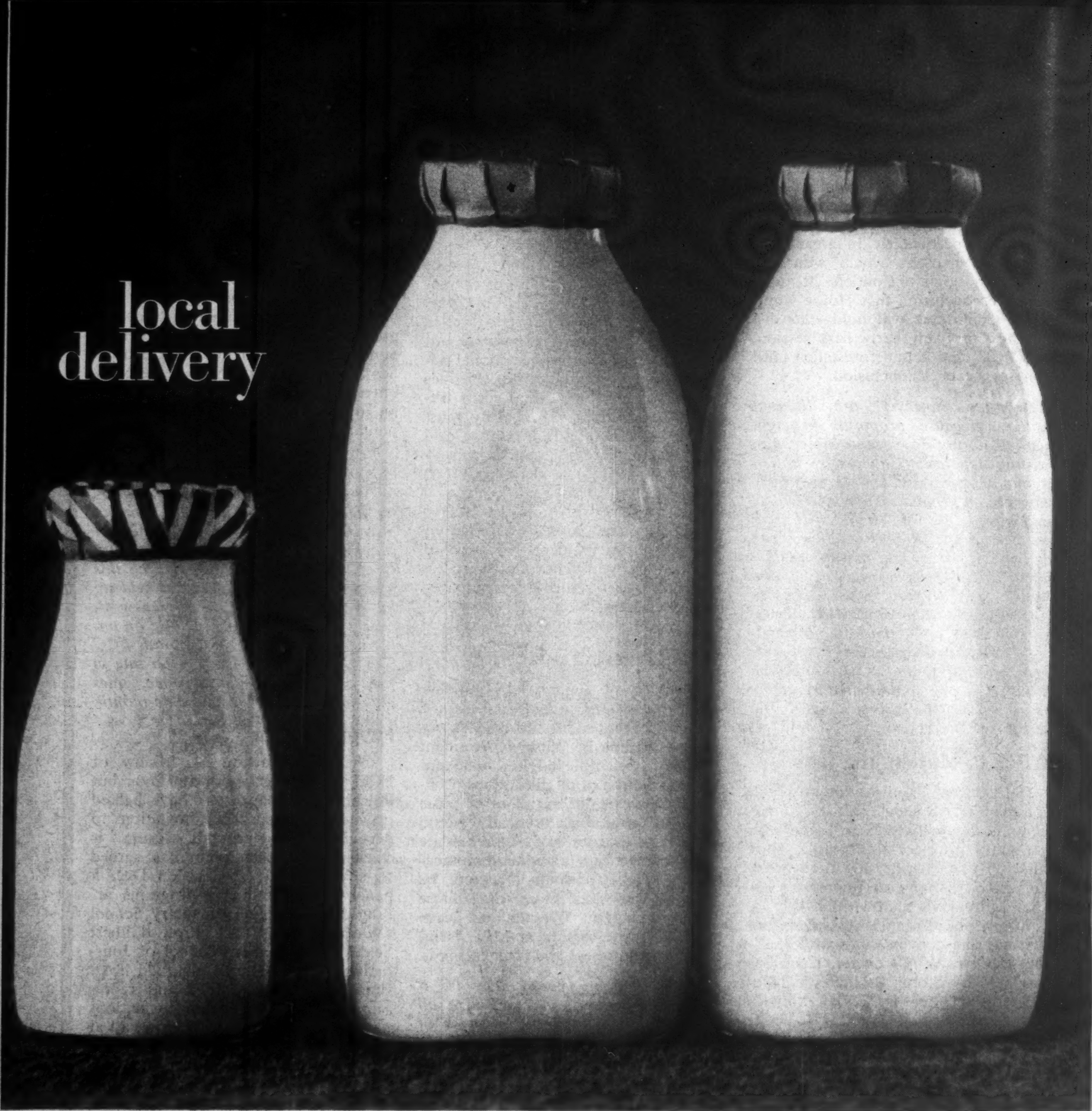
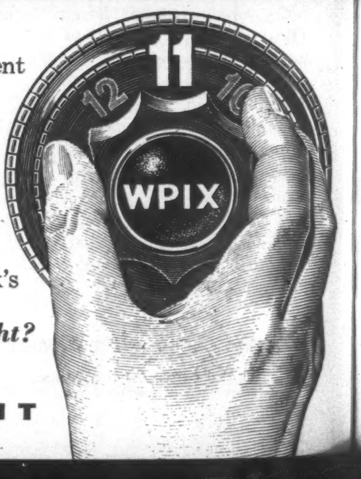


WPIX-11 services New Yorkers by delivering local news and special events with consistent excellence and dependability–as attested to by our six Sylvania Awards, two Emmy Awards, the Headliner Award and the DuPont Award. Over the years WPIX-11 has been the only New York Independent to provide live television news on a regular basis as part of its service to the community. One more important reason why WPIX is New York's prestige independent.

Where are your 60 second commercials tonight?

NEW YORK'S PRESTIGE INDEPENDENT



WEEK IN BRIEF

Once again the industry is embroiled with the source of one of its heavy expense factors—ASCAP. The all-industry tv committee, after long study, has come up with a new and realistic copyright formula. See lead story . . .

CUT IN ASCAP FEES ASKED . . . 23

What could be a more natural topic than this for a group of agency men—improvement of the public image of advertising. Over 400 agency executives talked it over at a regional session held at Coronado, Calif. See . . .

BETTER ADVERTISING IMAGE . . . 30

Is television only for the big ones? A relatively small cosmetics firm, John H. Breck Inc., bucks the giants in the field, creating a quality image by careful selection of programs appealing to women. See . . .

BRECK FINDS TV FORMULA . . . 36

Another perennial—do new station grants cut the calibre of existing programming in a market?—arises again as FCC Commissioner Ford suggests the subject might be studied by a congressional agency. See . . .

TOO MANY RADIO STATIONS? . . . 63

All eyes are turned to NAB's new code authority as tv and radio codes come under direction of Robert D. Swezey. His aims and methods were explained by Mr. Swezey to NAB conferences held last week in Far West. See . . .

RADIO-TV CONSCIENCE . . . 62

A man who should know believes broadcasters are doing a bang-up job of news coverage. Pierre Salinger, White House news secretary, says radio and tv are the most-depended-on sources of news and information. See . . .

SALINGER PRAISES NEWS . . . 71

Answers to some of tv's most pressing problems, dealing with violence, quality programming and other philosophical and related topics, will be sought in research programs announced by TvB at its awards session. See . . .

TVB PLAN FOR RESEARCH . . . 68

There appears to be no appeal from the FCC's latest decision in the ch. 10 Miami case. WPST-TV is ordered to stop operating Nov. 20, final step in long litigation. L. B. Wilson Inc. to take over on that date. See . . .

30 DAYS HATH NATIONAL . . . 42

Charges of off-the-record efforts to influence the FCC's decision in the ch. 12 Jacksonville, Fla., case, were denied last week as examiner continues hearing, which was adjourned indefinitely after this testimony. See . . .

WFGA-TV DENIES CHARGES . . . 43

Support for the so-called Cone Plan to expand the magazine concept of bunched television commercials came last week from Rod Erickson, film maker. Sponsors would appear in diversified programming under plan. See . . .

ERICKSON BACKS CONE PLAN . . . 34

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BROADCASTING

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QUALITY BROADCASTING MOVES TO NEW QUARTERS
IN RICH, RICH SOUTHERN NEW ENGLAND

ON SEPTEMBER 23, WTIC TV3-AM-FM EVACUATED QUARTERS AT 26 GROVE STREET, HARTFORD, WHERE WTIC BEGAN BROADCASTING NEARLY 37 YEARS AGO.

NOW, WTIC TV3-AM-FM IS LOCATED IN THE WORLD'S MOST MODERN TELEVISION AND RADIO FACILITY AT **BROADCAST HOUSE, 3 CONSTITUTION PLAZA, HARTFORD 15, CONNECTICUT**

WTIC-TV 3 CBS Affiliate

REPRESENTED BY HARRINGTON, RIGHTER & PARSONS, INC.

WTIC 50,000 watts NBC Affiliate

REPRESENTED BY HENRY I. CHRISTAL COMPANY

Robinson tells RTES tv needs creativity

Hubbell Robinson, veteran tv show architect, told Radio & Tv Executives Society of New York Friday (Oct. 20) that it's time tv started to communicate with "emotion, uniqueness and excitement."

After lamenting the present level of tv program quality, and throwing punches at "part-time practitioners" [advertisers and their agencies] in tv's creative process, Mr. Robinson said: "In short, I would like to see television start imagining again . . . asking that creators start thinking first of what will give the medium vitality, reach, excitement whose currency will last in the viewer's mind beyond the moment of broadcast, not die with it."

Mr. Robinson resigned as executive vice president in charge of CBS-TV programs in 1959. He is now producer of tv programs (Hubbell Robinson Productions Inc.) and currently has *Thriller* and *87th Precinct* on NBC-TV.

RTES guest speaker asked that creators think of values before they think of "will it sell?" "This is not starry-eyed idealism," he said, it's "most pragmatic showmanship."

Mr. Robinson pointed to specific areas of program subject matter to supplant tv's "preoccupation with the split-level family on Elm Street" adding that "people who live by the subway can be fun, too." He said tv is unaware that a new wave of satire in American humor is aborning; he'd like to see tv delve into biographies of figures "less removed and less saintly than the founding fathers and the American hero myths," and also to see tv entertainment roam worldwide as its information producers do.

Jefferson was right on free press—Collins

Free broadcasting and free press are "just about the most important things we have in America," NAB President LeRoy Collins said Friday at news conference in San Francisco during NAB fall meeting there. He said he agrees with Jefferson's belief that free press is more important than government. "This doesn't mean that everything in broadcasting is perfect, any more than everything in any newspaper is," he said, but the knowledge broadcasting is there is tremendously reassuring to the people."

He said he believes the individual can be adequately informed just by watching television. "News coverage by both radio and television has improved to the point where anyone can be fully informed if he wants to be informed. Broadcasting presents news in depth and not hours later, but at the very time it is happening."

Broadcasting industry has three main needs NAB president said: "to improve the broadcast product—programming; to improve its public relations by letting people know about the many fine programs that are broadcast, and to improve its government relations."

Overcrowded school

It's standing - room - only and then some at new 1961-62 Radio & Television Executives Society Timebuying and Selling Seminar. Interest is so high among Madison Avenue's broadcast executives there'll be much spillover at tomorrow's opener. Limitation is placed at 75 students for eight-week course, but 45 late-hour registrants have been asked to attend next seminar, tentatively scheduled for next spring. Seminars will be held in studio at CBS Radio.

FCC yields, will accept replies on option time

Reply comments will be accepted in reopened tv option time rulemaking, FCC announced Friday (Oct. 20) in reversal of original order which banned replies to first comments (BROADCASTING, Oct. 9). At same time, commission announced that oral argument has been postponed from Nov. 3 to Nov. 17 while reply comments are due Nov. 6.

Parties making argument will be allotted 30 minutes and will appear in the following order: ABC; CBS; NBC; ABC tv affiliates committee; CBS tv affiliates committee; NBC tv affiliates committee; WBEN-TV Buffalo, N. Y.; Westinghouse Broadcasting Co.; Station Representatives Assn.; KTTV (TV) Los Angeles, and Ziv-United Artists Inc.

Dentists would prevent ad misinterpretation

Crest toothpaste advertising campaign using American Dental Assn. recognition of that product as "effective decay preventive" has led to ADA resolution seeking to prevent misinterpretation of such recognition.

ADA House of Delegates, meeting in Philadelphia, rejected more sweeping resolution which would have barred association recognition of specific products.

Then it accepted proposal directing Council on Dental Therapeutics to take "all necessary steps to prevent misinterpretation through advertising of its action on therapeutic agents, particularly dentifrices, by the public."

Networks to ask cut in FCC study papers

Chief legal aides of three tv networks met with FCC staffers in all-day session Friday (Oct. 20) in preliminary plans for final round of hearings by commission's Network Study Staff. Commission reportedly asked for "tons of information" prior to public sessions and networks plan to return this week with request of own that material sought be trimmed substantially.

Among information requested by FCC are analysis of programs, with categories for past four years, and network policy statements on all types of subjects. Representing FCC at meeting were Ashbrook Bryant, chief of Network Study Staff; James Juntilla of Broadcast Bureau, and economist Hy Goldin. Network spokesmen were Mort Weinbach of ABC, Thomas Ervin of NBC and Thomas Fisher of CBS, plus Washington counsel for all three networks.

Hearing will begin approximately Jan. 10, 1962.

Two dozen comment on translator plan

Flood of comments on proposed rule to restrict use of tv translators to extend stations' coverage areas was received Friday by FCC. Rule would allow translators only in unserved areas and would prohibit program duplication. It would also prohibit "invasion" of existing station's coverage area by means of translators (BROADCASTING, July 3).

Over two dozen parties responded, including networks, group owners and individual stations. Almost all comments requested some modification in proposals. Parties owning translators or planning to build them generally felt rule too restrictive. Existing station (particularly uhf) with other stations' translators constructed or proposed within their coverage area generally supported FCC proposal.

more AT DEADLINE page 10

WEEK'S HEADLINERS

Mr. Fitzgerald

Mr. Birch

Chester T. Birch, executive vp, named president of Dancer-Fitzgerald-Sample, New York, succeeding **Clifford L. Fitzgerald,** who becomes chairman of board. Reportedly move was made to spread agency's administrative load over broader base, and to permit Mr. Fitzgerald to take more direct hand in planning of campaigns. Mr. Birch joined DFS as vp in 1952, and was made executive vp six years later. Previously, he had been vp and advertising director for The Andrew Jergens Co., Cincinnati, toilet requisites firm. He began his advertising career as account executive with Sherman K. Ellis (now defunct), Chicago, in 1934. Mr. Fitzgerald, who founded DFS 20 years ago, has been executive officer of agency since that time. No one was named to succeed Mr. Birch as executive vp.

John Crichton, editor of *Advertising Age,* was chosen president-elect of American Assn. of Advertising Agencies at AAAA board of directors meeting, Oct. 18, at Coronado, Calif. Mr. Crichton will join AAAA on Jan. 15, 1962, and take office next May 4, when Frederic R. Gamble will step down from post (see story, page 30).

Lawrence H. Rogers II, operations vp, Taft Broadcasting Stations, elected executive vp Friday, succeeding **David G. Taft,** who became vice chairman of board, new position. Mr. Rogers joined Taft in March 1960 after serving as president of WSAZ-AM-TV Huntington, W. Va. Taft owns WKRC-AM-FM-TV Cincinnati and WTVN-AM-FM-TV Columbus, both Ohio, WBRC-AM-FM-TV Birmingham and WKYT (TV) Lexington, Ky. Hulbert Taft Jr. is president.

Roy Battles, assistant to master of National Grange for last nine years, named executive director of Clear Channel Broadcasting Service. Announcement was made by Edwin W. Craig, WSM Nashville, CCBS board chairman. Mr. Battles fills vacancy created Dec. 31, 1960, by resignation of **Gayle Gupton,** who is now vp in charge of pr of Third National Bank, Nashville. Before joining National Grange in 1952, Mr. Battles had spent nine years in farm program department of WLW Cincinnati, last seven as director. In 1950 he was president of National Assn. of Television and Radio Farm Directors.

Mr. Cox

Edwin Cox, chairman of executive committee, Kenyon & Eckhardt, will retire Nov. 1 after 28 years with K&E. He began his advertising career in 1920 with A. W. Shaw Co., Chicago as copywriter, and later was advertising manager of Celotex Co. and in various executive posts with Lennen & Mitchell, and Young & Rubicam, both New York. Mr. Cox also will resign Nov. 1 as chairman of the American Assn. of Advertising Agencies to be succeeded there by **Marion Harper Jr.** of Interpublic Inc. (see story, page 30). Upon retiring, Mr. Cox will reside in Vero Beach, Fla., and plans to write books, articles and papers concerning professional aspects of advertising.

For other personnel changes of the week see FATES & FORTUNES

Examiner backs KERO-TV on issue of move to uhf

FCC Hearing Examiner David I. Kraushaar found Friday in initial decision that Broadcast Bureau did not demonstrate urgency in arguing KERO-TV Bakersfield, Calif., should be required to shift from vhf ch. 10 to uhf. ch. 23 or 45 before station's license comes up for renewal Dec. 1, 1962. He asked for termination of proceeding.

KERO-TV was ordered Sept. 6 to show cause why it shouldn't shift prior to renewal should FCC decide to deintermix Bakersfield. On March 27, 1961, FCC did so decide and granted station's request for hearing on issue of how soon.

Examiner's decision, if adopted, would permit KERO-TV to operate on ch. 10 only until license renewal at which time channel will be deleted.

Manoff gets Fels account

Richard K. Manoff Inc., New York, five-year-old agency handling grocery products only, has been appointed by Fels & Co., Philadelphia, to handle its $4 million billings for Fels Naptha soap and other soap and detergent products. Effective Jan. 1, 1962, appointment of Fels brings Manoff billings to $112 million. Fels' present agency is Aitkin-Kynett Co., Philadelphia.

Fallout shelter ads to get sharp FTC ads

Federal Trade Commission announced Friday (Oct. 20) that it will closely monitor all advertising for home bomb and fallout shelters to prevent exploitation of public. Watchdog project is being undertaken at request of Steuart J. Pittman, assistant secretary of defense.

False or misleading claims on radio-tv and other media will be prosecuted where Trade Commission has jurisdiction, FTC said. In addition to policing programs, FTC is preparing guide of acceptable advertising claims for shelters.

Fourth quarter spurt predicted for color

Fourth quarter of this year will be recorded as real "blast off" of color tv, NBC Board Chairman Robert W. Sarnoff said Friday before luncheon meeting of Executives Club of Chicago (story page 70). He said color would have arrived sooner if others had joined in RCA-NBC pioneering of color during 1950s. Nine set makers are producing color sets this fall, he noted.

Mr. Sarnoff did not think color promotion of last decade was "too optimistic" as some have suggested. Without it color wouldn't be as far as it is today, he said in answer to questions.

Hartenbower urges more self-regulation

Chairman of NAB's Television Code Review Board warned broadcasters Saturday they must redouble their efforts at self-regulation to prevent more extensive federal controls.

E. K. Hartenbower, KCMO-TV Kansas City, said he is convinced majority of broadcasters are conscientious and shun "commercial expediency." But there is need for greater effort at self-regulation, he added.

Critics of broadcasting, he noted, are not limited to housewives having "nothing better to do than sit around all day counting pistol shots" and "village crank who has a particular ax to grind."

National figures, respected educators and community leaders are also advocating increased government controls, he said.

Mr. Hartenbower spoke before regional meeting of American Women in Radio & Television.

Storer Programs Inc.

VICK'S · BETTY CROCKER · DRISTAN

HELLMANS · CARTER PRODUCTS · GLEEM

DRANO · HILLS BROTHERS · TONI

ALKA SELTZER · MR. CLEAN · HAZEL BISHOP

ALBERTO-CULVER · PHILLIP MORRIS

SHULTON · HELENA RUBENSTEIN · SECRET

ST. JOSEPH ASPIRIN · WRIGLEY GUM

CREST · FOUR WAY TABLETS · BUFFERIN

CHUN KING · WATERMAN · DIAL SOAP

BISQUICK · NUCOA · M & M · PALMOLIVE

Good Company!

You'll rub elbows with the best! These are some of the "Blue Chip" national advertisers who put T.V. dollars in Storer Programs Inc's "DIVORCE COURT" It's the proven vehicle for audience and sales alike accepted by the leading advertisers and top stations all over the country. Thirty top television stations in the key markets bring in a larger share of audience through "DIVORCE COURT". So, if you want the high-rating show with adult buying power... you want "DIVORCE COURT"... With "DIVORCE COURT" *you're in good company!*

NEW YORK: 500 PARK AVENUE, PLAZA 2-7825 · CHICAGO: 838 NORTH MICHIGAN AVE., CENTRAL
LOS ANGELES: 328 S. WESTERN AVE., DUNKIRK 8-3691 · ATLANTA: 1018 W. PEACHTREE ST., N.W.,

What they see on

WJAC-TV

THEY BUY!

If you're driving for better sales in the Johnstown-Altoona market, you'd do well to take a "test ride" on WJAC-TV.

More people watch WJAC-TV than any other station, according to both ARB and Nielsen. But, more important, these people go out and buy the products they see on WJAC-TV.

Put yourself in the driver's seat, with a selling campaign on WJAC-TV!

For Complete Details, Contact:

HARRINGTON, RIGHTER AND PARSONS, INC.

New York Boston Chicago Detroit
Atlanta Los Angeles San Francisco

SERVING MILLIONS FROM ATOP THE ALLEGHENIES

WJAC-TV

JOHNSTOWN · CHANNEL 6

DATEBOOK

A calendar of important meetings and events in the field of communications

***Indicates first or revised listing.**

OCTOBER

Oct. 23—**Hollywood Advertising Club,** luncheon. Hotel Hollywood Roosevelt, 12 noon. Lee Fondren, manager, KLZ Denver and AAW president, is speaker.

*Oct. 24—**Radio & Television Executives Society,** Time Buying and Selling Seminar, first session. "The Role of Broadcasting—Communication and Advertising." Instructors: Matthew J. Culligan, Interpublic Inc.; Maurie Webster, CBS Radio Spot Sales; John Dickinson, Harrington, Righter & Parsons. CBS Radio Studios, 49 E. 42nd St., New York City. 5:30-7 p.m.

Oct. 24—**The Advertising Council,** sixth annual Hollywood meeting. Speakers include Frederick G. Dutton, special assistant to President Kennedy and Edwin Ebel, General Foods vice president and Ad Council vice chairman. Beverly Hills Hotel.

Oct. 25-28—Sigma Delta Chi, 52nd national convention. Hotel Fontainebleau, Miami Beach, Fla.

Oct. 26—**Federal Communications Bar Assn.,** luncheon with FCC Chairman Newton N. Minow as speaker. Washington Hotel, Washington, D. C.

Oct. 26-28—**Mutual Advertising Agency Network,** management meeting. Palmer House, Chicago.

Oct. 26-28—North Dakota Broadcasters Assn., annual meeting. Holiday Spot Motor Hotel, Minot.

*Oct. 27—**Missouri Broadcasters Assn.,** Governor Hotel, Jefferson City. Speakers include Theodore W. Pierson, attorney; Douglas A. Anello, NAB general counsel, and FCC Commissioner John S. Cross.

Oct. 27-29—**American Women in Radio & Television,** southwest area conference. New Orleans.

Oct. 27-29—**Advertising Federation of America,** women's midwest intercity conference. Commodore Perry Hotel, Toledo, Ohio.

Oct. 28—**UPI Broadcasters of Connecticut.** Manero's Steak House, Berlin, Conn.

Oct. 28-29—Kansas AP Radio-Tv Assn. meeting. Broadview Hotel, Wichita.

Oct. 28-29 — Illinois News Broadcasters Assn. fall convention. Hotel Custer, Galesburg.

*Oct. 30-31—**NAB Tv Code Review Board,** NAB headquarters, Washington. Two-year revision project will be considered.

Oct. 30-31—**Central Canada Broadcasting Assn.,** annual meeting. Hamilton, Ont.

Oct. 30-Nov. 1—Annual radio fall meeting. jointly sponsored by **Institute of Radio Engineers and Electronic Industries Assn.** Hotel Syracuse, Syracuse, N. Y.

*Oct. 31—Radio & Television Executives Society, Time Buying & Selling Seminar, second session. "A Look Behind the Media Plan." Instructors: Herbert Zeltner, Lennen & Newell; Al Petcavage, Doyle Dane Bernbach. CBS Radio Studios, 49 E. 42nd St., New York City. 5:30-7 p.m.

NOVEMBER

Nov. 2-3—**Ohio Assn. of Broadcasters,** fall convention. Columbus Athletic Club, Columbus.

Nov. 2-4—**Assn. of National Advertisers,** annual national meeting. The Homestead, Hot Springs, Va.

Nov. 3—Oral argument on **FCC's** option time proposals (rescheduled from Oct. 27).

Nov. 3-4—WSM's 10th annual **Country Music Festival,** celebration of *Gran' Ole Opry's* 36th birthday. Andrew Jackson Hotel, Nashville, Tenn.

Nov. 5-8—Broadcasters Promotion Assn., annual convention. James C. Hagerty, ABC news vp will be keynote speaker. Waldorf-Astoria Hotel, New York City.

Nov. 6-7—**North Carolina Assn., of Broadcasters,** fall convention. Speakers include FCC Commissioner Robert T. Bartley. Mid-Pines Club, Southern Pines.

*Nov. 6-9—**National Community Television Assn.,** committee and board meeting. Greenbriar Hotel, White Sulpher Springs, W. Va.

*Nov. 8—**Radio & Television Executives Society,** Time Buying and Selling Seminar, third session. "When the Rep Answers His Phone." Instructors: Arthur H. McCoy, John Blair; Max Friedman, H-R Representatives; Cris Rashbaum, Harrington Righter & Parsons; Marion Lonsberry, WCBS-TV. CBS Radio Studios, 49 E. 42nd St., New York City. 5:30-7 p.m.

Nov. 8—**National Academy of Television Arts & Sciences,** Los Angeles chapter. Speaker: Sir Gerald Beadle, former president of the BBC. Beverly Hills Hotel, Beverly Hills, Calif.

Nov. 10—California Broadcasters Assn., annual meeting. Mark Hopkins Hotel, San Francisco.

Nov. 10—New deadline for comments in **FCC rulemaking concerning major revision of fm broadcast rules, (extended from Sept. 5).**

Nov. 10-11—**Illinois Broadcasters Assn.,** Sheraton-Chicago Hotel, Chicago.

Nov. 10-12—Advertising Federation of America, 2nd district convention. Hershey Inn, Hershey, Pa.

Nov. 13-16—Public Relations Society of America, 14th national conference. Edward R. Murrow, director of USIA, to deliver keynote speech at opening session. Hotel Shamrock-Hilton, Houston (first three days); Mexico City (last day).

*Nov. 14—**Radio & Television Executives Society,** Time Buying and Selling Seminar, fourth session. "Using the Network." Instructors: Jules Barnathan, ABC-TV; Ben Lochridge, CBS Radio. CBS Radio Studios, 49 E. 42nd St., New York City. 5:30-7 p.m.

Nov. 14-16—IRE, Mid-America Electronics Conference, Kansas City, Mo.

Nov. 14-18—**Associated Press Managing Editors Assn.,** annual convention. Speakers include Attorney General Robert F. Kennedy. Dallas.

Nov. 15-16—American Assn. of Advertising Agencies, eastern region meeting. Biltmore Hotel, New York City.

Nov. 15-17—Television Bureau of Advertising, annual meeting. Statler-Hilton Hotel, Detroit.

Nov. 16-17—**Institute of Broadcasting Financial Management,** Sheraton-Chicago Hotel, Chicago. Speakers include Hamilton Shea, chairman All-Industry Television Station Music License Committee; and Hyman H. Goldin, chief of the FCC's economic division.

NAB fall conferences

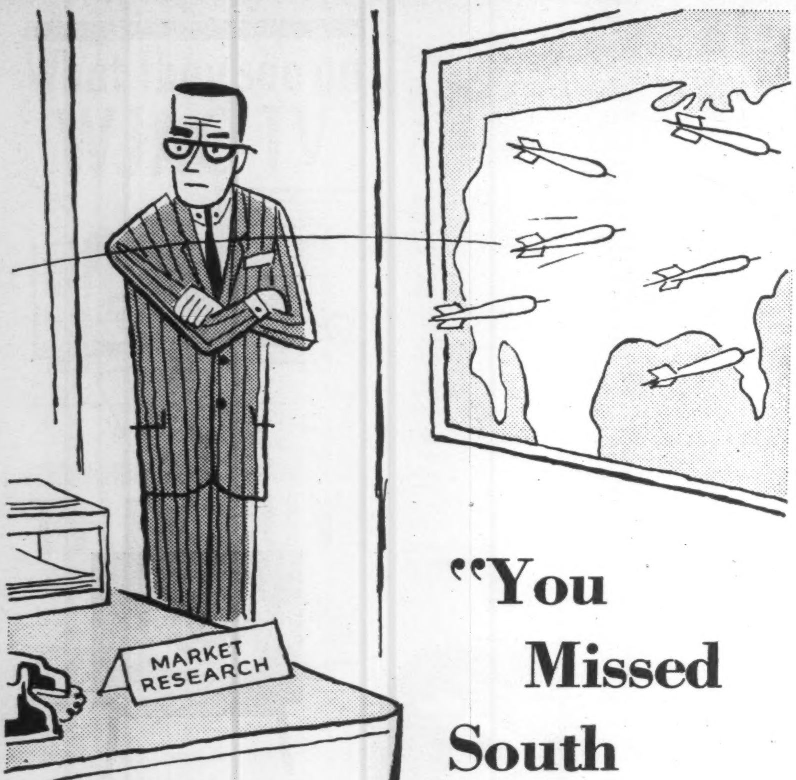
Nov. 10—Somerset Hotel, Boston
Nov. 13—Pittsburgh Hilton, Pittsburgh
Nov. 15—Hotel Leamington, Minneapolis
Nov. 20—Robert Meyer Hotel, Jacksonville, Fla.

Basic Fact: WCCO Television has a greater daily circulation in the 68 county, St. Paul-Minneapolis market, than any other television station in the area.* This circulation is also greater than any other medium in the market. The extent of this penetration is further proved by the basic fact that in prime viewing time WCCO Television reaches 31% more homes than any other television station in the market.† Basic Medium: WCCO Television, with its vast range and acceptance throughout the Northwest area, is the single medium you need to sell your product in this great market. Modern selling demands the advantages of sight, sound and motion advertising. WCCO television combines these with a big, buying audience. For more Basic Facts on this Basic Medium call WCCO Television or Peters, Griffin, Woodward, Inc.

*ARB 1960 Coverage study

†Nielsen, Nov. '60—Aug. '61 Average

BASIC MEDIUM



"You Missed South Bend!"

The rules are explicit, George. You don't score in South Bend when you hit Chicago. Why, goodness, you're missing more than $1.7 billion in buying income and $1.1 billion in retail sales. Worse, though, you're forfeiting 915 thousand affluent customers who are burning to buy. In the South Bend Metro Area alone, household income is $7987, individual income is $2246—highest in Indiana. And how they eat! Last year they devoured better than $248 million in staples and goodies. Same with drugs, clothes and appliances. It's a big target, George.

And here's how to hit it—with one shot. Propel your product into this rich 15-county market with the distinctive voice of WSBT-TV. A full CBS schedule, peppered with top-rated local shows, accounts for WSBT-TV carrying 36 of the top 50 locally-favored programs, 9 of the top 10 and 16 of the leading 20. No wonder WSBT-TV gets 41% of the sets in use, sign-on to sign-off, in this 3-station market. This stations pulls because it penetrates.

Want the fine points? Call your Raymer man. He'll dart right over.

WSBT-TV
SOUTH BEND, INDIANA
Channel 22

CBS TELEVISION NETWORK

ONE OF CBS' HIGHEST-RATED STATIONS

ASK PAUL H. RAYMER, NATIONAL REPRESENTATIVE

Nov. 17-18—**Oregon Assn. of Broadcasters,** fall meeting. Multnomah Hotel, Portland.

Nov. 18—**UPI Broadcasters of Wisconsin,** fall meeting. Lorraine Hotel, Madison.

Nov. 20-21—**Nebraska Broadcasters Assn.,** convention. Grand Island.

*Nov. 21—**Radio & Television Executives Society,** Time Buying and Selling Seminar, fifth session. "Using Research For Your Decisions." Instructors: Mary McKenna, Metromedia Inc.; William Murphy, Papert, Koenig, Lois. CBS Radio Studios, 49 E. 42nd St., New York City. 5:30-7 p.m.

Nov. 24-25—**Advertising Federation of America,** 8th district convention. Hotel St. Paul, St. Paul, Minn.

*Nov. 28—**Radio & Television Executives Society,** Time Buying and Selling Seminar, sixth session. "Buying the Schedule." Instructors: Ann Janowicz, Ogilvy, Benson & Mather; Ruth Jones, J. Walter Thompson. CBS Radio Studios, 49 E. 42nd St., New York City. 5:30-7 p.m.

*Nov. 30—**Academy of Television Arts & Sciences,** New York chapter, fourth annual "close-up" of tv personalities (David Brinkley and Chet Huntley), Astor Hotel, New York City.

DECEMBER

Dec. 4—Deadline for comments on FCC's proposal to add additional vhf channel at below minimum mileage spacing to following cities: Baton Rouge, La. (Doc. 14233); Birmingham, Ala. (Doc. 14236); Charlotte, N. C. (Doc. 14238); Dayton, Ohio (Doc. 14234); Jacksonville, Fla. (Doc. 14235); Johnstown, Pa. (Doc. 14232); Knoxville, Tenn. (Doc. 14237); Oklahoma City, Okla. (Doc. 14231).

Dec. 4—Deadline for comments on FCC's proposals to delete single vhf and substitute uhf channel to make community all-uhf in following cities: Binghamton, N. Y. (Doc. 14243); Champaign-Urbana, Ill. (Doc. 14244); Columbia, S. C. (Doc. 14245); Erie, Pa. (Doc. 14242); Hartford, Conn. (Doc. 14241); Madison, Wis. (Doc. 14239); Montgomery, Ala. (Doc. 14246); Rockford, Ill. (Doc. 14240).

Dec. 4—Deadline for comments on FCC's proposals to expand use of uhf band, including dual vhf-uhf operation, reserved pools of uhf channels for existing operating vhf stations, abolition of uhf allocation, relaxation of technical rules for uhf stations, uhf grants without a hearing, etc. (Doc. 14229).

*Dec. 4—Deadline for comments on FCC proposal to deintermix Springfield, Ill., by shifting ch. 2 to St. Louis. Original grant of ch. 2 to KTVI (TV) was remanded by court for exploration of *ex parte* activities.

*Dec. 5—**Radio & Television Executives Society,** Time Buying and Selling Seminar, seventh session. "Getting Your Media Money's Worth." Instructor: Robert Liddel, Compton Adv. CBS Radio Studios, 49 E. 42nd St., New York City. 5:30-7 p.m.

Dec. 6-8—**NBC Radio & Tv Affiliates,** annual convention. 35th anniversary observance. Beverly Hliton Hotel, Beverly Hills, Calif.

Dec. 11—Reply comments due on FCC rulemaking to make major changes in fm broadcast rules. (formerly set for Oct. 5).

*Dec. 12—**Radio & Television Executives Society,** Time Buying and Selling Seminar, eighth session. "Working Together for Better Advertising." Instructors: Herbert Maneloveg, BBDO; Morris Kellner, The Katz Agency. CBS Radio Studios, 49 E. 42nd St., New York City. 5:30-7 p.m.

JANUARY 1962

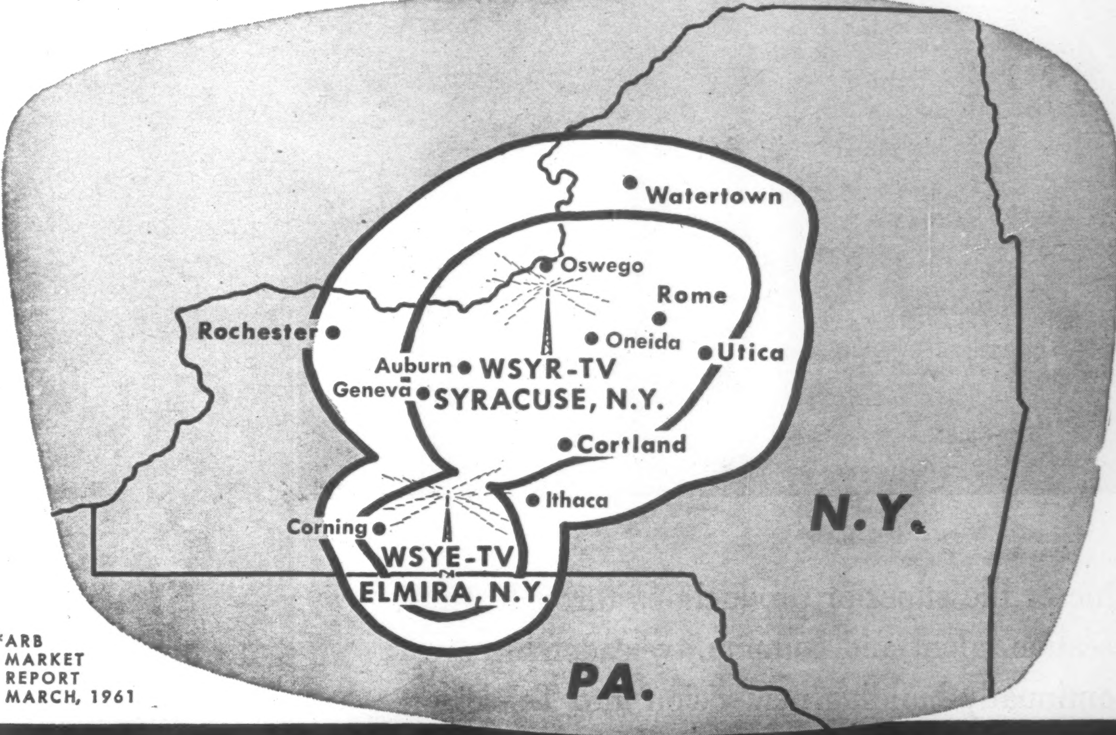
Jan. 1—Reply comments due on FCC proposal to expand use of uhf band and to deintermix eight markets by deleting single vhf stations.

OVERWHELMINGLY

THE LEADER* IN THE SYRACUSE MARKET!

WSYR • TV

DELIVERS 42%* MORE HOMES THAN ITS COMPETITOR!


Watertown
Oswego
Rome
Rochester
Oneida
Utica
Auburn
WSYR-TV
Geneva
SYRACUSE, N.Y.
Cortland
Ithaca
Corning
WSYE-TV
ELMIRA, N.Y.
N.Y.
PA.

*ARB
MARKET
REPORT
MARCH, 1961

WSYR • TV

NBC
Affiliate

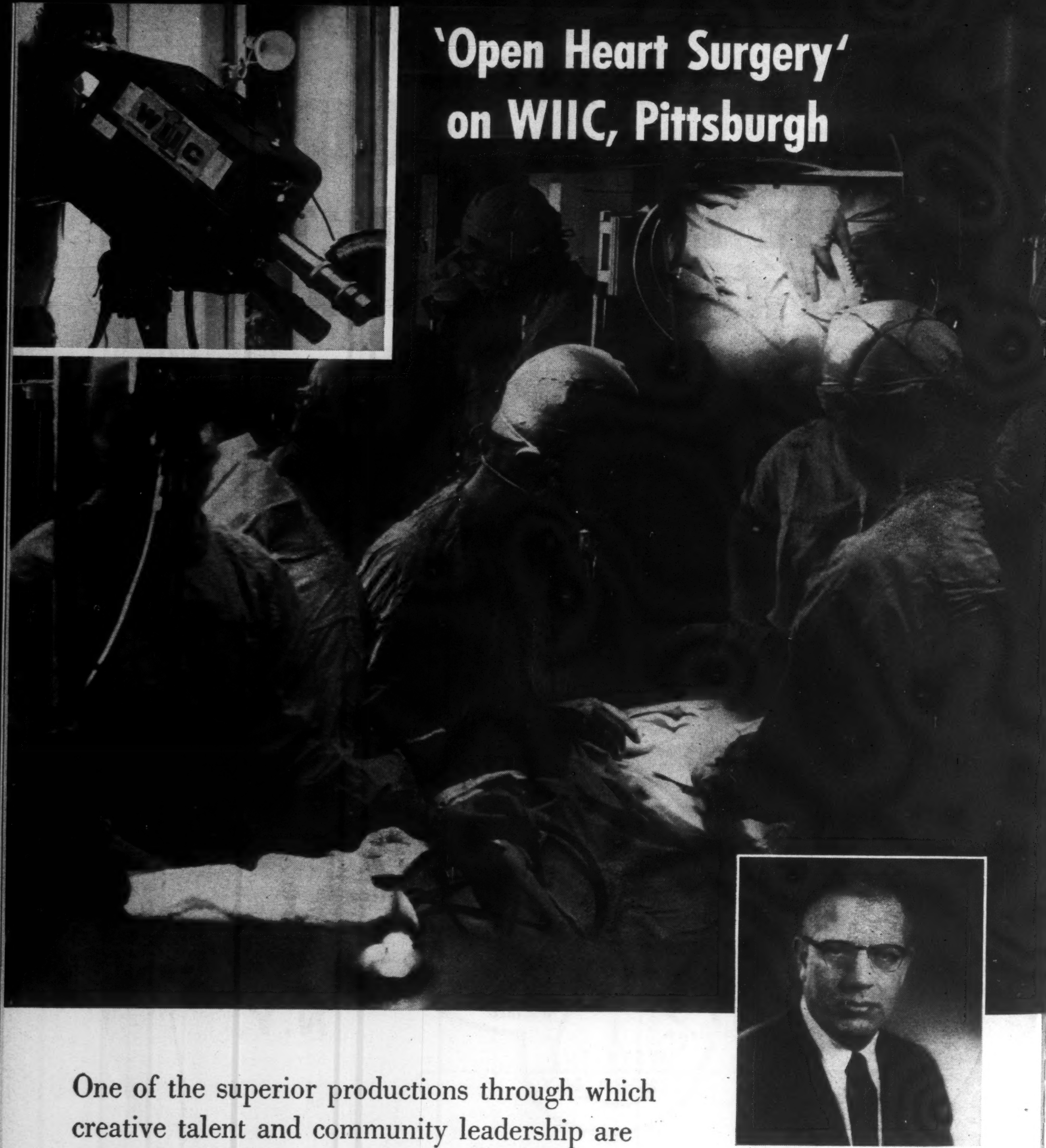
SYRACUSE, N. Y.

Channel 3 • 100 KW

Plus WSYE-TV channel 18
ELMIRA, N. Y.

Get the Full Story from HARRINGTON, RIGHTER & PARSONS

'Open Heart Surgery' on WIIC, Pittsburgh



"In meeting our responsibilities for community service and leadership, WIIC pays particular attention to the production of telecasts like 'Open Heart Surgery' which combine high informational value with deep human-interest. Such programs have a strong appeal to the responsible and responsive elements in our community—a factor of great importance to us, and to our advertisers."

R. A. Mortensen
Exec. Vice President
Station WIIC

One of the superior productions through which creative talent and community leadership are continually building new vision into Television on stations represented by BLAIR-TV

Keeping Viewers Alert to Medical Achievement

Alert management of leading stations has long recognized this principle with regard to programs:

The seeing-eye of Television is rarely more exciting, *or more enlightening*, than when focused on a local event with broad human significance.

A perfect case in point is "Open Heart Surgery"—WIIC's telecast of the operation to repair a break in the heart-wall – performed at Allegheny General Hospital.

As soon as word of the imminent operation reached Ray Stewart, Director of Public Affairs at WIIC, he arranged hospital cooperation for a two-hour telecast. Being experienced in medical broadcasts, Stewart himself served as television narrator, with Dr. D. L. Fisher of Allegheny General handling the technical narration.

As a television feature, "Open Heart Surgery" combined many elements of greatness:

Suspense—the thrill of seeing an Oxygenator take-over the duties of heart and lungs for nearly 40 minutes, while the distance between life and death narrowed to fractions of an inch.

Drama—the perfectly coordinated activities of a professional team of seven, engaged in a race with time.

Skill—the wizardry of deft surgical fingers stitching-up an almost imperceptible break in delicate heart-muscle.

To Blair-TV, exciting cultural programming by great stations like WIIC is a constant source of inspiration. We are proud to serve more than a score of such stations in national sales.

BLAIR-TV

Televisions's first exclusive national representative, serving:

W-TEN — Albany-Schenectady-Troy
WFBG-TV — Altoona-Johnstown
WNBF-TV — Binghamton
WHDH-TV — Boston
WCPO-TV — Cincinnati
WEWS — Cleveland
WBNS-TV — Columbus
KTVT — Dallas-Ft. Worth
KOA-TV — Denver
KFRE-TV — Fresno
WNHC-TV — Hartford-New Haven
WJIM-TV — Lansing
KTTV — Los Angeles
WMCT — Memphis
WDSU-TV — New Orleans
WOW-TV — Omaha
WFIL-TV — Philadelphia
WIIC — Pittsburgh
KGW-TV — Portland
WPRO-TV — Providence
KING-TV — Seattle-Tacoma
KTVI — St. Louis
WFLA-TV — Tampa-St. Petersburg

Jan. 19-21—**Advertising Assn. of the West**, annual conference. Hotel Californian, Fresno.

FEBRUARY 1962

Feb. 1—Deadline for entries for the **American Tv Commercials Festival**. Contact Wallace A. Ross, director; 40 East 49th St., New York 17.

Feb. 4-13—**Advertising Recognition Week.**

Feb. 7—**Advertising Federation of America**, mid-winter legislative conference. Statler-Hilton Hotel, Washington, D. C.

Feb. 7-9—**National Winter Convention on Military Electronics**, Ambassador Hotel, Los Angeles.

*Feb. 10—Awards Dinner, **Directors Guild of America**. Western awards: Beverly Hilton Hotel, Beverly Hills, Calif. Eastern awards: Waldorf-Astoria Hotel, New York City.

Feb. 28-March 1—**NAB**, seventh annual conference for presidents of state broadcasters' associations. Shoreham Hotel, Washington, D. C.

APRIL 1962

April 1-4—**National Assn. of Broadcasters**, annual convention. Conrad Hilton Hotel, Chicago

OPEN MIKE®

The New York hearings

EDITOR: The coverage given to these FCC hearings [in New York] by your fine publication [lead stories, Oct. 2, 9] is more complete than that given by any other segment of the trade press and I congratulate you for this excellent treatment.—*Howard Gray, advertising manager, R. J. Reynolds Tobacco Co., Winston-Salem, N. C.*

EDITOR: . . . I think your coverage was handled very well. . . .—*R. L. Eskridge, Ralston Purina Co., St. Louis.*

Cott Beverage campaign

EDITOR: . . . The story on the Cott campaign [BROADCAST ADVERTISING, Oct. 16] . . . was excellent and we appreciate the exposure you have given our tv activities.—*Adrian Hirschhorn, advertising manager, Cott Beverage Corp., New Haven, Conn.*

Advertising standards

EDITOR: I am grateful for the opportunity . . . [you] gave me to present the case for the establishment of enforceable standards of conduct and proficiency in advertising [MONDAY MEMO, Sept. 18].—*W. C. Chambliss, director of corporate communication, Space Technology Laboratories Inc., Los Angeles.*

A new communications law?

EDITOR: I have just finished reading your editorial entitled "The answer: a new law" [EDITORIALS, Oct. 9] I sincerely believe that you are on the right track; that it is time for a complete new law on communications.—*F. Ernest Lackey, president, WHOP Hopkinsville, Ky.*

EDITOR: I have been interested . . . in your analysis of the present "program evaluation" of the FCC and the general "creeping paralysis of governmental control of programming." I feel, however, that . . . you hold a rather invalid interpretation of the objects of the First Amendment.

As Sidney Head indicates in *Broadcasting in America*, these regulations have the purpose of enabling the realizations of the objectives of the First Amendment. "Some freedoms are curbed in order to enlarge others. . . ." You indicate that no licensee "has had the stomach to put his license on the line." A study of the FCC decisions and court appeals in the past 35 years reveals otherwise. . . .

Perhaps you are right. A new communications law may be in order. But certainly one no less stringent than the existing one, lest the high priests of mediocrity sound the death knell for programming for the *many* publics."—*E. Roderick Deihl, Department of Speech (Broadcasting), Ohio Wesleyan University, Delaware, Ohio.*

The stamp of Stan

EDITOR: . . . A recent development here points out the impact of a well-produced radio commercial. Throughout the country, millions of people have laughed at the Stan Freberg radio commercial production for Chun King [MONDAY MEMO, April 24]. The latest one narrates a story of a lady who believed that good Chinese food must come in "take-out cartons with little wire handles."

WISN has a new advertiser called Paradise Garden, an elegant and brand new Chinese restaurant . . . in our town. The last line in our present radio copy reads that Paradise Garden features "take-out food with special wire handles. . . ."—*James T. Butler, vice president-general manager, WISN Milwaukee.*

The sales tax fight

EDITORIAL: . . . We appreciate your publication's coverage [of the successful efforts of California advertising men and organizations to obtain a state ruling which exempts advertising agency services from state sales taxes] [Gov-

Television's greatest promotion! 108,000 persons in 40,000 cars followed our driving instructions to the site of the KELO-LAND Gold Rush. They came from hundreds of miles in 5 states because KELO-LAND TV covers many hundreds of square miles. Just think what a natural this 103-county KELO-LAND tv network is to sell the blazes out of your product.

Joe Floyd

CBS • ABC

KEL tv LAND

KELO-tv SIOUX FALLS; and interconnected
KDLO-tv Aberdeen, Huron, Watertown
KPLO-tv Pierre, Valentine, Chamberlain

JOE FLOYD, President
Larry Bentson, Vice-Pres. • Evans Nord, Gen. Mgr.
Represented nationally by H-R

MIDCO

Midcontinent Broadcasting Group
KELO-LAND/tv and radio Sioux Falls, S. D.; WLOL/am, fm Minneapolis-St. Paul; WKOW/am and tv Madison, Wis.; KSO radio Des Moines

ERNMENT, Oct. 2]. . . . We believe we achieved somewhat of a victory and, naturally, extend our thanks to all people concerned who gave us a hand.—*James A. Dean, Roylhart, Lovett & Dean Inc., Los Angeles; chairman, Western States Advertising Agencies Assn. Sales Tax Committee.*

The RTES seminar

EDITOR: Thank you for running our registration ad and the fine editorial coverage of the Time Buying & Selling Seminar. The combination proved extremely effective. Not only will the seminar be fully subscribed, but all save one of our first choice instructors readily accepted the invitation to lecture. This could not have happened without your help. . . .—*Erwin H. Ephron, chairman, Radio-Tv Executives Society's Time Buying & Selling Seminar, New York.*

Getting around

EDITOR: When in London I walked into the library of the U. S. Embassy and there on the first rack was BROADCASTING magazine. Congratulations on your circulation. Have been listening to British radio and more I listen the better I believe U. S. radio is.—*Neville Miller, Esq., Miller & Schroeder, Washington, D. C.*

On nighttime radio impact

EDITOR: . . . Last night City News Service carried a story about a Redondo Beach woman critically ill . . . who could not live through the night without six to eight pints of O-negative blood, of which the Red Cross banks had none. . . . We carried the story on our 9:55 p.m. newscast and by 10:10 p.m. we had calls from three volunteers with the proper blood type. . . . This morning we found that the patient had been given six pints during the night and would need twelve more today, but that calls are still coming in and plenty of blood now is available.

I don't know how many stations may also have carried the item, but . . . this speaks pretty highly of radio's night-time audience.—*Norman Boggs, president-general manager, KGIL San Fernando, Calif.*

San Francisco tv image

EDITOR: . . . Your report of our findings on Dr. Dicter's study of the San Francisco television "image" [FANFARE, Sept. 25] was well done and has resulted in comment from several of my contacts who . . . read it.—*A. Richard Robertson, promotion & merchandising manager, KRON-FM-TV San Francisco.*

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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*Reg. U.S. Patent Office
Copyright 1961: Broadcasting Publications Inc.

Says Leonard Patricelli:

Vice President, Programs, WTIC-TV, Hartford, Connecticut

"We bought Seven Arts' Vol. II because you've got to have

PRIME PRODUCT for PRIME TIME

"Warner's 'Films of the 50's' have name value and story line, two of the main points I weigh when I compare the quality of feature films. We couldn't afford less than the best for AFTER DINNER MOVIES, 7 to 9 Monday nights."

Leonard Patricelli

Warner's films of the 50's... Money makers of the 60's

SAA

SEVEN ARTS ASSOCIATED CORP.

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.

NEW YORK: 270 Park Avenue YUkon 6-1717
CHICAGO: 8922-D N. La Crosse, Skokie, Ill. ORchard 4-5105
DALLAS: 5641 Charlestown Drive ADams 9-2855
L.A.: 232 So. Reeves Drive GRanite 6-1564—STate 8-8276

For list of TV stations programming Warner Bros. "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)

MONDAY MEMO from RUTH S. LEACH, McCann-Erickson Inc., Chicago

The recipe for broadcast success starts with the timebuyer

There is a saying that the best way to a man's heart is through his stomach. It's one of those age-old secrets that every girl learns very early in life from her mother. But a girl instinctively knows that the "system" won't work if she fails to follow the recipe carefully. Romance can fall with the cake.

In the advertising business, too, there is a highly successful way for the time salesman to get his station accepted at the top level of the agency or sponsor. The "system" is first to win the attention, interest and confidence of the agency timebuyer.

Yet it is quite surprising how frequently this basic, respectable and sensible way of doing business is just overlooked or, sometimes, considered quite unnecessary. Always start at the top, they say, then the decision will trickle down through the ranks. But it doesn't always work.

Friendship, Plus ▪ It is a wonderful thing to share friendship with those with whom we do business. But to be successful and effective it is the "plus" part that counts.

The time salesman may have gone to school with the account executive. He may play bridge with the client's advertising manager. He may see the account supervisor socially twice a month or so. These contacts, of course, are important and useful. But there are other things to consider.

For instance, there are few account executives who will take it upon themselves to request a buy of a particular station without first exploring each proposal from the viewpoint of cost efficiency, audience characteristics, coverage and station image. The fundamental exploratory work that must be done before the buying decision is made is extensive and this exploratory work is the job of the timebuyer. That's why the agency hires a timebuyer in the first place.

How It Works ▪ If a station representative or station salesman feels he has to go to the account group or his client friend, he usually is in a much better position if he goes to the media buyer first. Here is where certain unique characteristics of the account, reasons for advertising in the current campaign and other basic factors can be explored and developed.

If a presentation has been prepared, it can be most advantageous to try it out on the media buyer first to get his blessing—which he usually gives! If for some reason or defect in the presentation argument he does not, there is still time to make the needed changes before going to the top executives.

After many years of buying time (I don't like to be specific), it is possible to get a "feeling" that certain stations will do a better selling job for a particular account than others. Such a feeling, of course, must be backed up by the many factual documentations that are required to assure a good purchase.

Experience Counts ▪ I have found through the years that it is very important for the representative or station salesman to know everything that there is to know about the medium he is selling. Then he must communicate this knowledge to the buyer. There must be a rapport between buyer and seller to do the most effective job for an advertiser in the least time.

A buyer simply does not have time to question each statement a salesman makes. Therefore, it is important never to shake the confidence a buyer places in a salesman.

To go a step further: it is most important for a buyer to communicate *all* the facts, figures and reasons to the account group so there is no doubt in the client's mind that he is getting the best buy for his money. Therefore it is not only important for the buyer to be one who listens, but also for the salesman to be one who tells all the facts and sells.

Through the years it has been my fortune to make friends among many sales people. These sales people many times have helped me work out very effective buys for various clients. But these same friends on other occasions did not get the order. They, as I, have realized that according to the weight of the facts, someone else was entitled to the business for a particular campaign. But they know there will be another campaign tomorrow and they will be fairly considered then.

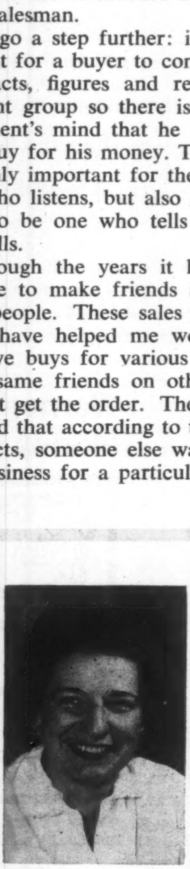
One never places business on a station just because of friendship. Such buying would ultimately fail and disclose the shallow factual premise on which it had been made. And such business friendships could never last long.

Recipe Works ▪ A media buyer wants to know a salesman's inspiration for a campaign first, as soon as he is inspired. More than one of us sitting on the buying side of that knee-hole desk have been known to spark at a salesman's rough idea, to refine the idea and to help him sell it to the right man up front.

A salesman and a buyer should establish the best working arrangement so that all information needed can be conveyed with as little loss of time as possible. Because of the different time zones in the country, this is not always a 9 to 5 job and many availabilities and confirmations have to be lined up after 5.

Finally, it is important for a buyer to knew as many people as he can so he can call on these friends for help. A buyer must keep up to date and see as many people as his schedule will allow to learn about new programming, new trends and marketing information. I could never answer the many requests that come up in the agency if it were not for my many friends all over the country.

A mutual understanding, appreciation and respect for one another's problems by station, representative, agency and client, are the qualities that turn the chaos in this business into order. Or, rather, orders! This is how the recipe works.

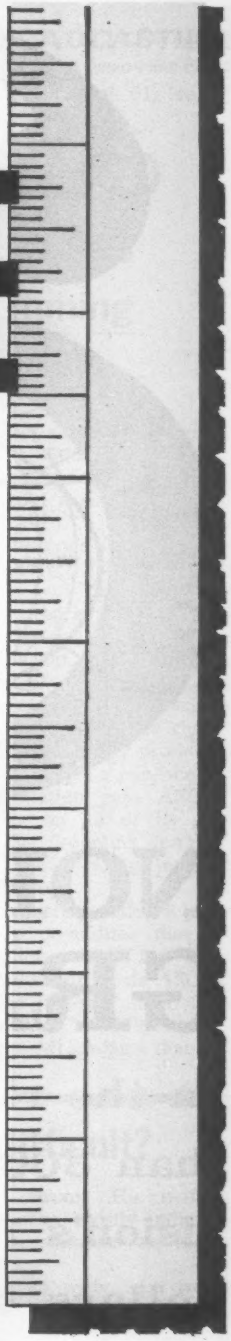


Ruth Leach, now media group supervisor at McCann-Erickson Inc., started her advertising career in 1947 with Young & Rubicam as a secretary to the radio production department. She transferred to the media department as an estimator and later moved into a buying capacity. For five months between Y&R and M-E (September 1957 to January 1958) she worked for the Edward Petry Co., radio-tv representative. She is a graduate of the University of Wisconsin.

By Any Yardstick

THE BIG ONE

Takes the *Measure*



ARB

PULSE

NIELSEN

TRENDEX

WKRG-TV

CHANNEL 5 MOBILE, ALA.

Call Avery-Knodel, Representative,
or C. P. Persons, Jr., General Manager

GRADE A
Winston-Salem
Greensboro
High Point

a billion $ action

NORTH CAROLINA'S GRADE A WORLD

In the rich 33 county Piedmont world of more than 300,000 TV homes reached by WSJS Television's A Coverage, retail sales exceed a billion dollars and consumer income is more than a billion and a half dollars.

Call Peters, Griffin, Woodward, Inc.

WSJS TELEVISION
NBC MST
CHANNEL 12
WINSTON-SALEM / GREENSBORO / HIGH POINT

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
October 23, 1961, Vol. 61, No. 17

CUT IN ASCAP $28 MILLION ASKED

- Industry group urges wholly new concept in licensing fees
- Propose stations pay only for music used in programming
- System patterned to television urged by Shea committee

One of television's biggest cost items, the performance fees paid to the American Society of Composers, Authors & Publishers, now faces a series of negotiations which the industry hopes will bring logic and realism into the music copyright morass.

Last week an all-industry committee laid at ASCAP's door a wholly new concept of music licensing fees based on the practicalities of broadcast operation.

The goal—reduced charges bearing some relation to the amount of ASCAP music used by television stations and networks.

The stake—a sharp cut in the estimated $18 million paid in 1960 by tv stations to ASCAP—over 50% of the society's total take from the entire field of music users.

The reason—television plus radio's $10 million (estimated) together pay roughly $28 million, 89% of all the money that ASCAP collects. This is unreasonable in the view of the All-Industry Tv Station Music License Negotiating Committee headed by Hamilton Shea, WSVA-TV Harrisonburg, Va., and besides is outmoded as well as an unfair burden on broadcasting.

Adams Gets Letter ▪ Under date of Oct. 18 Mr. Shea wrote Stanley Adams, ASCAP president, to request quotation of a new type of license effective upon expiration of the present contract Dec. 31, 1961 (see history of broadcasting-ASCAP negotiations page 24).

For the first time in television history the industry is seeking a license formula adapted to the medium. Past formulas have been expedient extensions of the radio formula of the 1940s though industry negotiators have managed to effect important cuts in ASCAP's proposed fees.

Three important points are introduced in the Shea committee's letter to Mr. Adams:

- Tv broadcasters want the same deal as motion picture exhibitors for recorded programs, with the producer rather than the broadcaster paying directly at the source for rights.
- Special rates should be provided for films already in the can.
- Sustaining fees should be nominal. (Current fees for sustainers are the highest quarter-hour card rate monthly, amounting to about a sixth of station payments to ASCAP).

Should the clearance-at-source formula be negotiated for films, then per-program licenses will become highly important. Under the government consent decree ASCAP is required to give the choice of blanket or per-program fees. Producers of films and taped shows would then ask for (1) recording rights and (2) performance rights.

Blanket Rights ▪ Currently producers get recording rights from a publisher or his agent. The station pays ASCAP performing rights on all of its programs, even if the programs don't include ASCAP music. Only political broadcasts are exempt.

The Shea committee parallels a prior all-industry radio committee that effected a $1-million saving for radio broadcasters as a result of its ASCAP negotiations. The five-year radio contract dates from Jan. 1, 1959.

Mr. Shea wrote Mr. Adams that un-

Trustee wonders: Would log of all ASCAP tunes be difficult?

You figure the FCC's new logging rules are tough? Take a look at this one.

A trustee in an ASCAP meloncutting fight, John E. McGeehan of New York, has written broadcast stations asking them to supply logs of musical selections performed on the air. This information would be used for an analysis of ASCAP performances.

Mr. McGeehan was named trustee by the U. S. District Court for the Southern District of New York to survey ASCAP performances. A dissident ASCAP group, unhappy with the society's way of splitting up its estimated $32-million in annual receipts, is engaged in drawn-out litigation.

In an Oct. 6 letter to stations he explained that complete station logging of musical performances would go a long way toward improving his survey.

It didn't take long for Mr. McGeehan's mail to start piling up. He said in his Oct. 6 letter, "I would expect that, for your own purposes, such a log is necessary." Judging by some of the station replies, the trustee has much to learn about the paper work already burdening radio and tv stations.

"I will appreciate your letting me know whether or not there exists any mechanical difficulty which would make such logs impractical," Mr. McGeehan wrote. His mail brought quick replies, mostly indignant or amazed comments on his naivete.

Here is a sample reply, sent by Ian A. Elliott, KATL Miles City, Mont.: "If your idea were put into effect much less ASCAP music would be played. An announcer or disc jockey would play the music that he would not have to log. In the long run ASCAP and its members would suffer. Their tunes could not become popular if they disappeared from radio and tv. We as broadcasters would fight such a proposal to the end. In the case of the small station it is a fight for survival."

der the committee's proposal only locally produced programs of stations would be subject to a license fee. He explained: "We make this request because we believe the present licensing arrangement unduly restrains competition in the licensing of television music performance rights to compositions used in filmed or taped materials, and results in the payment of excessive fees by tv stations."

The letter explained the present practice is to split rights in the music by licensing recording rights to the producer and channeling the licensing of tv performance rights through the society to the broadcaster—a practice described as avoiding competition in the licensing of tv performance rights.

Competition at Source ▪ Under the committee's plan the owners of music would license taped and filmed material by competitive effort to film producers just as they now compete in licensing recording rights and, in the case of theatrical motion pictures, the theatrical performing rights. Producers could then engage in real bargaining with composers and publishers, and broadcasters would benefit by this competition at the source.

Broadcasters, it was explained, can't bargain for music rights because they already have been recorded and are part of the films or tapes. In addition, as recognized by the courts, it is economically impossible for a broadcaster to negotiate licenses for each individual use of performance rights. "The motion picture industry, with which we compete for the entertainment dollar, has already established the right to such clearance," the Shea letter stated, adding: "We are entitled to the same rights."

"Competitive clearance at the source would also reduce the discriminatory effect of the present licenses, which charge the same fees to stations irrespective of differences in the quantity, type and popularity of the musical compositions broadcast by different stations, and which require the stations to pay for the right to perform many compositions in your repertory which the broadcaster neither wants nor needs in order to acquire the right to perform the limited number of compositions which are actually used.

"As long as the present licensing arrangements continue, competitive clearance at the source will not develop. Producers have no incentive to purchase music performance rights, since the rights have already been licensed by you to us."

Some Participate ▪ The letter said producers have no incentive to buy music performance rights since they already are licensed to broadcasters. Large producers, it was added, "have ASCAP publishing affiliates through which they participate in revenues which we (the industry) are required to pay to you (ASCAP)."

"Our proposal would eliminate these inequities by excluding from your licenses to tv stations music performing rights with respect to program material hereafter produced by persons other than the licensees as to which the program producer normally obtains music recording rights prior to the initial tv broadcast of such material" the letter continued.

"Short of a license of the type requested, we do not know of any type of formula that would assure broadcasters of the cost savings to which they are entitled under competitive clearance at the source. If, on the other hand, you have any alternative to suggest, we are prepared to give it careful consideration. This statement is without prejudice to our rights to seek a court order directing competitive clearance at the source.

Excessive Fees ▪ License fees paid ASCAP, it was stated, are excessive in view of the nature and extent of music played on the air. Tv uses far less music, especially feature music, than radio, it

ASCAP-broadcaster negotiations first started in 1921

ASCAP had been operating six years as a voluntary writer-publisher copyright group when radio broadcasting began in 1920. At that time it acted merely as agent, not owning performance rights to members' musical compositions. This was changed in 1921 to provide ASCAP with exclusive public performance rights.

Users were granted only blanket licenses up to 1941, when broadcasters paid a fixed percentage of net receipts even if these receipts were based on non-musical as well as musical programs. In 1932 ASCAP had obtained a broadcast fee of 5% of revenue from time sales to be paid in addition to the amount then being levied, about $1 million a year. This was renewed in 1935 for five years.

Consent Decree ▪ The government had entered the scene in 1934 by filing an antitrust suit against ASCAP. This was never settled. Instead a consent decree was entered in 1940. In the meantime NAB had started conferences with ASCAP in 1939 seeking contract terms for license renewal. An industry committee was named but it could never get ASCAP to form a negotiating committee. The result was formation of a non-ASCAP music publishing organization, Broadcasting Music Inc. (BMI), which issued its first licenses effective April 1, 1940.

At that time NAB estimated ASCAP was trying to double the $4.3 million it got out of broadcasting in 1939. ASCAP refused to propose a per-program license but offered a reduced rate ranging from 3% to small stations to 7½% for networks (which previously had paid fees only on owned-operated stations).

BMI agreed to a consent decree if ASCAP signed one. A federal court levied a fine of $35,250 on ASCAP and soon the 1941 decree was signed. ASCAP was required to offer broadcasters a choice of a flat rate per program or percentage of revenue for a program license. And it was also directed to clear transcriptions at the source if requested by manufacturer, advertiser or agency. The decree specified ASCAP couldn't demand broadcast fees for programs not using its music and it limited fees on sustaining programs.

Then came the Jan. 1, 1941 period of non-ASCAP music on the radio networks. After industry-ASCAP negotiations, the society's music returned to the networks Oct. 30, 1941 on the basis of 2¾% of revenues for network and 2¼% for non-network business. Affiliates agreed to reimburse networks for their share of the cost of network clearance at the source. Four types of contracts were offered stations, extending to Dec. 31, 1949.

Tv, With New Problem ▪ Television had arrived, presenting a new problem. Before 1949 ASCAP had offered the young industry free rights to its music. This was pulled in 1949 when a blanket contract was accepted after negotiations. Limited rights were offered, not including per-program fees.

Tv networks and about 40 tv stations eventually accepted the radio blanket formula—2.25% plus 10% for non-network and 2.75% plus 10% for network. This amounted to was noted. But the tv rate of 2.05% is about the same as the radio rate, 2.125%.

As to sustainers, the letter explained that the programs bring no revenue and use little music. Furthermore present blanket licenses fail, aside from political programs, to give any recognition to the fact that news, farm, weather, sports, interview and discussion programs use little if any music and are entitled to a lower blanket fee on revenues derived from their performance on the air.

Amendments Urged ▪ After proposing a committee-ASCAP conference, the letter listed a series of detailed amendments and clarifications. These deal with program and production charges, with a new formula proposed. Stations also should be able to deduct the 15% agency fee where they perform the normal agency functions for a client. In the case of co-op programs, the revenue should not be subject to a higher rate because the program is originated by a network.

Trade deals based on a space exchange with printed media should be free from fees, it was suggested, though merchandise received in trade would be levied on the basis of fair market value.

Clarified auditing procedure is suggested, with a two-year limit on the right to examine past statements filed by stations. Separate and lower per program fees asked for bridge, cue or background music or for spots and theme music. A plan of segmentizing programs over a half-hour was proposed along with a simplified way for stations to report to ASCAP.

Stanley Adams, president of the American Society of Composers, Authors & Publishers, who today received the all-industry committee letter asking for a new concept in licensing fees.

Hamilton Shea, WSVA-TV Harrisonburg, Va., whose committee is urging an entirely new type of licensing for use on television stations upon expiration of the present contract on Dec. 31, 1961.

Mr. Shea emphasized in a letter to broadcasters that ASCAP is required to advise the committee of the fee it considers reasonable. If the negotiators are unable to agree on a fee within 60 days, a court determination of a fee can be asked.

He stressed that broadcasters are entitled to the competition and lower costs that would result from clearance at the source. Local stations would then be required to pay a license fee based only on receipts from locally originated programs and from those using filmed and taped material heretofore produced, he added.

Then he reminded that the committee asks an immediate lower fee "in recognition of the fact that if this material had been cleared at the source the cost of the performance rights would have been substantially lower. In effect we seek the same rights enjoyed by theatrical motion picture exhibitors" who for many years have not had to pay film license fees.

Serving on the all-industry committee with Mr. Shea are Campbell Arnoux, WTAR-TV Norfolk, Va.; J. B. Fuqua, WJBF-TV Augusta, Ga.; William Grant, KOA-TV Denver; Payson Hall, Meredith stations; Andrew J. Murtha, Time-Life; Clifford M. Kirtland Jr., Transcontinent; Nathan Lord, WAVE-TV Louisville, Ky.; John E. McCoy, Storer Broadcasting Co.; John T. Murphy, Crosley Broadcasting Co.; W. D. Rogers, KDUB Lubbock, Tex.; Robert H. Smith, WCYB-TV Bristol, Va.; Raymond W. Welpott, WRCV-TV Philadelphia; Charles C. Woodard Jr., Westinghouse Broadcasting Co.; Matthew E. Vieracker, WBKB (TV) Chicago; David M. Baltimore, WBRE-TV Scranton-Wilkes-Barre, Pa.; Harvey Struthers, CBS Television Stations; Charles H. Tower, Corinthian stations.

2.475% for local and 3.025% for network payments. Contracts were effective for five years to Dec. 31, 1953. The formula brought industry objection and a committee of tv station managers was formed with Dwight W. Martin, then WLW-TV Cincinnati, as chairman. Its job was to find a new formula. ASCAP had signed an amended consent decree in 1950.

In 1954 new blanket tv licenses were worked out, networks conducting their own negotiations; Martin and his group conducted separate negotiations. ASCAP's take from tv had risen from $200,000 in 1949 to $9 million in 1954, by that time almost half of all ASCAP's income.

Fee Reduced ▪ The 1954-57 pact called for a reduced fee of 2.05% for stations, a 20% cut, based on advertising income minus sales costs and 2.5% for networks with a reduction in the local sustaining fee from the highest half-hour rate per month to the highest quarter-hour rate. Networks paid a flat $150 annual sustaining fee for each affiliate.

Tv stations were becoming restless at their high ASCAP payments by 1957 and an all-industry meeting was held during NAB convention week. It was noted that while tv used less music than radio and its rates were 10% below radio, dollar tv payments had risen to $9 million or more, about the same as radio, or a total that might run close to $20 million a year in broadcast payments to ASCAP. Irving Rosenhaus, WATV (TV) Newark, N. J., was named chairman of an all-industry tv negotiating committee.

ASCAP offered at yearend to renew the old contracts for four years. The networks and stations agreed.

1957-61 Contract ▪ Here are the provisions of the 1957-61 contract:

Sustaining Fee—Station's highest quarter-hour rate per month.

Commercial Fee—2.05% of station's net receipts from sponsors minus 15% costs and minus 15% agency commission if allowed.

No payment on sponsored political programs. Network co-op programs defined as network tv programs; national spot defined as local.

Networks—2.5% for commercial programs minus the same two 15% deductions as well as cost of interconnection; $150 per affiliate per year for sustainers.

How Breck found its own tv formula

A QUALITY IMAGE, MASS MARKET SELLING AND A MODEST AD BUDGET

How does a relatively small company, selling packaged goods in a fiercely competitive field, use tv to help create an indelible "quality" image of itself on a comparatively modest advertising budget?

John H. Breck Inc., Springfield, Mass., maker of hair and scalp preparations, seems to have discovered the right formula and has been applying it in increasing doses on network television since 1958. The formula's potency can be measured by the mighty mite standing Breck has among such corporate giants in the shampoo industry as Colgate-Palmolive, Procter & Gamble, Helene Curtis, and Revlon.

Basically it is pegged on a carefully determined programming philosophy: sole sponsorship, whenever economically feasible, of star-studded dramatic originals or classics with a decided feminine appeal. For greatest audience impact and widest reach, at minimum cost, the programs since 1958 have all been bought as prudently scheduled, prime-time specials. The emphasis is always on worthwhile stories, professionally done. The object, besides the obvious one of inducing more sales, is to create an aura of quality around products that are mass marketed in countless supermarkets and drug stores.

This season Breck will be doing more sales promoting and image building on network tv than ever before. The cosmetic house will present six specials—five dramatic and one musical—on CBS-TV at total time and production costs of about $1.7 million.

The first is Talent Assoc.-Paramount's much heralded, two-hour film *The Power and the Glory* (Oct. 29, 9-11 p.m.). The play, which stars Sir Laurence Olivier, cost more than $700,000 and is believed the most expensive ever created for tv (BROADCASTING, July 10).

Because of the prohibitive costs, Breck is sharing sponsorship with Motorola Inc. For each advertiser the half sponsorship represents an approximate $210,000 investment—$175,000 for production costs and $135,000 for time charges. Talent Assoc.-Paramount Ltd. will attempt to recoup the remaining $350,000 in production costs by showing the film in foreign movie theaters. Breck has an option to repeat the program during the summer or sometime next season.

Other Specials ▪ The remaining specials, all 60-minute programs fully sponsored by Breck, will be presented under a group heading—*The Breck Golden Showcase*—on a one-a-month schedule beginning in December and ending in April of 1962. In keeping with the company's insistence on identification only with top-grade properties the first four programs will be produced by such well-established people as David Susskind and Leland Hayward. The last, slated for April 30 (8-9 p.m.), will depart somewhat from Breck's usual adherence to strictly dramatic fare. It's the world premiere of Igor Stravinsky's "Noah and the Flood," with George Ballanchine doing the choreography. The musical work was especially commissioned for the program by CBS.

Only one other specific production in the *Golden Showcase* series, Mr. Susskind's production of "The Picture of Dorian Gray" (Dec. 6, 8:30-9:30 p.m.) has been announced so far. The other specials will be shown Jan. 13 (8:30-9:30 p.m.), Feb. 25 (10-11 p.m.), and March 31 (8:30-9:30 p.m.). Under consideration for the series are only those stories or plays written in the last 100 years. Each of the *Golden Showcase* specials will cost Breck about $150,000 for production and $135,000 for network time.

Its network schedule this season is in keeping with Breck's tv buys for the past five years. The company first got into television in 1956 when it bought participations on ABC-TV's daytime *Afternoon Film Festival*. The move was very much an experiment for the advertiser, which from 1946 had waged its campaigns mostly via full-page color ads in mass circulation consumer magazines. Pastel tinted portraits of beautiful women had become Breck's familiar trademark, and there was a question of whether the same "pastel" combination of subdued beauty, taste and soft-sell could be adequately translated by the electronic media. The company wanted to show that it was just as big and important as any of its competitors and also needed tv's added dimensions to show the pastel-type campaigns to their fullest advantage.

Beautiful Hair
BRECK
SHAMPOO
For Dry Hair

Projected: an aura of quality

In 1957 Breck bought a series of participations in NBC-TV's highly-acclaimed daily dramatic series, *Matinee Theatre*. It was here Breck devised its future tv plan of operations. The company enjoyed being associated with a "quality program," but wanted to reach a wider audience—especially in the 18-34 age group—and attain closer show identification.

All In ▪ *The Shirley Temple Storybook*, a series of 14 once-a-month 60-minute specials on NBC-TV, seemed to be just the program for Breck. Starting in January 1958, Breck jumped into network tv with both feet, spending a little more than $1 million of its total advertising budget of almost $4 million to co-sponsor the series of specials in prime Sunday time, along with regional advertisers Sealtest and Hills Bros. Coffee.

Since that time, Breck has sponsored shows only in prime time. In 1959 it repeated the Shirley Temple programs on ABC-TV, but the two-season campaign proved disappointing to the advertiser. Surveys showed the programs, intended to reach young mothers together with their children, actually drew more of a juvenile and less of the expected adult audience.

Consequently in the 1959-60 season, the advertiser shifted gears, sponsoring the *Breck Sunday Showcase*, a series of one-hour, once-a-month specials on NBC-TV. The series of original dramas reached a more mature audience than the Shirley Temple shows, but was still heavily weighted to the distaff side. What made the difference for Breck: the series could also interest the entire family, an important consideration for the company which by this time was selling products for men and children, as well as women.

Breck was satisfied it had at last captured all its advertising objectives in a general programming concept. The advertiser made one additional change for the 1960-61 season: it channeled all of its tv billings away from NBC-TV. Last season the hair preparations maker sponsored six pre-empted specials entitled *Family Classics* on CBS-

TASBEM

What famous communicator said what? The letters above—TASBEM—do **not** stand for "**T**ake **A** **S**hower **B**ath **E**ach **M**onth." But as used by their originator, they **do** refer to taking the populace to the "cleaner's". Part of his success was achieved by rule of Thumb; part as a powerful proponent of the Scandinavian nightingale. Who was he—and what did he say? You'll find the answer below.

On the subject of famous communicators, the letters WWDC have long spelled **radio leadership** in the rich, ever-expanding Washington, D.C. 5-county metropolitan area. Leadership in listeners—in programming—in personalities—in dollars-and-cents results to advertisers. Let us communicate **your** sales message.

WWDC *Radio Washington*

. . . the station that keeps people in mind

Member of the Blair Group Plan . . . represented nationally by John Blair & Co.
And in growing Jacksonville, Fla., it's WWDC-owned WMBR

Phineas Barnum—"There's A Sucker Born Every Minute"

ARBITRON'S DAILY CHOICES

Listed below are the highest ranking television shows for each day of the week Oct. 12-18, as rated by the National Arbitron instant ratings of the American Research Bureau. These ratings are from a sample of 1,200 television homes per half hour properly distributed across the U. S.

Date	Program and Time	Network	Rating
Thur., Oct. 12	**Hazel** (9:30 p.m.)	NBC-TV	23.8
	Sing Along With Mitch (10 p.m.)	NBC-TV	23.8
Fri., Oct. 13	**Route 66** (8:30 p.m.)	CBS-TV	21.3
Sat., Oct. 14	**Gunsmoke** (10 p.m.)	CBS-TV	23.3
Sun., Oct. 15	**Bonanza** (9 p.m.)	NBC-TV	28.6
Mon., Oct. 16	**Andy Griffith Show** (9:30 p.m.)	CBS-TV	21.6
Tues., Oct. 17	**Red Skelton** (9 p.m.)	CBS-TV	28.3
Wed., Oct. 18	**Wagon Train** (7:30 p.m.)	NBC-TV	26.6

Copyright 1961 American Research Bureau

TV. Included in this series were such stalwarts as "The Heiress," "The Scarlet Pimpernel," and "The Three Musketeers." The shows were programmed in two one-hour installments on two successive days, but ratings indicated a considerable loss in audience and the experiment was hastily abandoned.

In all, Breck markets more than 40 products, most sold on a professional-only basis to barber and beauty shops. Five are advertised nationally on Breck's television shows. They are: the three Breck Shampoos (for dry hair, oily hair and normal hair), Breck Hair Set Mist, Breck Children's Shampoo, Breck Banish Dandruff Treatment Shampoo and Breck Creme Rinse. N. W. Ayer & Sons is Breck's advertising agency for the children's shampoo, dandruff treatment shampoo and creme rinse. Reach, McClinton Inc. handles Breck Hair Set Mist.

Charles Sheldon Inc., Springfield, Mass., is the agency for the three Breck Shampoos.

The agencies prepare commercials for the products each handles, with Reach, McClinton acting as agency of record for all television ventures.

Of all the Breck products, the three liquid hair shampoos produce the biggest sales, accounting for an estimated 75% of the company retail sales volume, and Breck is believed to be the leading hair shampoo in the country. This is more striking when its understood that Procter & Gamble's Drene and Prell Shampoos and Colgate-Palmolive's Halo and Lustre-Creme Shampoos are among Breck's many competitors.

Television has helped the company double its sales volume in the past five years, says John P. Hughes, Breck's advertising manager. Since Breck is a family-owned company (John H. Breck Sr., who founded the business in 1907 is now chairman of the board, while his sons, Edward J. Breck and John J. Breck Jr., are president and general manager, and executive vice president, respectively) financial figures are not easily obtained. But it's estimated that the company's total retail sales are well in excess of $50 million annually.

Currently Breck is spending about $4 million in measured media advertising. Network tv and consumer magazines share this total about equally. (Car cards, bus and subway posters, outdoor signs and 30-sheet billboards get another estimated $1 million in non-measured advertising.)

Except for $30,440 in 1956 and $24,510 in 1957 (Source: Television Bureau of Advertising/Rorabaugh), Breck has never used spot television. "We would use spot if it were possible," Mr. Hughes says, "but our budget won't allow it. The company feels that network television is the best way to reach an audience with a class product."

Brinkley's sponsor takes 'hands-off' attitude

Douglas Fir Plywood Assn., Tacoma, Wash., advertiser on *David Brinkley's Journal* on NBC-TV, is bolstering the program's independence against "pressures."

A wire to that effect was sent last week from John D. Ritchie, advertising director of Douglas Fir, to Thomas B. McFadden, NBC-TV's vice president, national sales.

The first show of the season (Oct. 11, Wed., 10:30-11 p.m.) kicked up a storm at Cocoa Beach, Fla., as chamber of commerce and other groups and individuals protested the portrayal of garish aspects of the strip located near Cape Canaveral.

NBC-TV had said it found nothing unfair about the show. Mr. Ritchie commented on "lots of excitement" in his mail. Reaction to Cocoa; he found both "pro and con but all vigorous." Mr. Ritchie said his company has "complete confidence in David Brinkley's integrity, taste and ability to do a good reporting job," and that it will "resist any pressures here to get us to influence editorial content."

Said happy NBC in a return acknowledgement to the Douglas Fir Plywood Assn.: the show will do a good job for "you and us."

Commercials in production

Listings include new commercials being made for national or large regional radio or television campaigns. Appearing in sequence are names of advertiser, product, number, length and type of commercial, production manager, agency with its account executive and production manager, and approximate cost of commercial when available.

CBS Animations, 477 Madison Ave., NYC 22

Cadillac Dog Food (dog food), three 60s, animation, film. Art Bartsch, prod. mgr. Agency: The Elkman Co.

Era Productions Inc., 3459 Cahuenga Blvd., West, Hollywood 28

Mattel Toys (toys), one 10 (ID), animation, film. Milton Schaffer, prod. mgr. Agency: Carson-Roberts; Dick Perkins, a.e., Milton Schaffer, prod. mgr.

Knudsen Creamery Co. (sour cream, cottage cheese), one 60, one 20, live, film. C. Moray Foutz, prod. mgr. Agency: Heintz & Co.; Ken Higgins, a.e., Brice Mack, prod. mgr.

Douglas Fir Plywood Assn. (plywood), ten, 90s and 60s, live, color, film. Dean O'Brien, prod. mgr. Agency: Cole & Weber Inc.; Jim Schultz, a.e., Robert C. Mack, prod. mgr.

Advertising Council ("Smokey Bear"), six, 60s and 20s, live and animation, color, film. L. Milton Schaffer, prod. mgr. Agency: Foote, Cone & Belding; Jim Felton, a.e., Brice Mack, prod. mgr.

NBC Telesales, 30 Rockefeller Plaza, NYC 20

AT&T (telephones), one 180, tape. Dan Sullivan, commercial producer. Agency: N. W. Ayer & Son Inc.; Wyn Walshe, prod. mgr.

PGL Productions Inc., 6 East 46th St., NYC

New York Herald-Tribune, one 60, live, film. C. Ciccolini, prod. mgr. Agency: Papert-Koenig-Lois; Fred Papert, agency producer.

Transfilm-Caravel Inc., 445 Park Ave., NYC 22

U. S. Steel Co. (institutional), one 135, live, film. Agency: BBDO.

Crown-Zellerbach Corp. (Zee Paper Towels), four 60s, live, film. Agency: Cunningham & Walsh.

Beech Nut Baby Foods & Gum (mashed potatoes), one 60, one 20, live, film. Agency: Young & Rubicam Inc.

Gulf Oil Corp. (Gulf oil products), two 60s, live, film. Agency: Erwin Wasey, Ruthrauff & Ryan.

Lehn & Fink Products (Tussy Cosmetiques), one 60, live, film. Agency: Young & Rubicam Inc.

Louis Marx & Co. (Marx toys), four 60s, live, film. Agency: Ted Bates & Co.

when you think

NEW YORK
RADIO

think

wmca

wmca
THE VOICE OF NEW YORK
570 kc
the straus broadcasting group

Represented by AM Radio Sales

How to improve advertising's image

AAAA WESTERN MEETING PINPOINTS PROBLEMS, WAYS TO SOLVE THEM

The poor public image of advertising and what should be done to improve it was a major topic of discussion at the American Assn. of Advertising Agencies Western Regional annual meeting, held Oct. 15-18 at Coronado, Calif., with more than 400 agency executives and guests in attendance.

On Monday, in a closed session for AAAA members only, John G. Mapes, chairman of the executive committee of Hill & Knowlton, reported on a survey of thought leaders made for the AAAA by Group Attitudes Corp., an H&K subsidiary. Extended interviews with 180 college professors, religious leaders, editors and writers, business executives and government officials, he reported, showed that nine out of 10 of these opinion molders consider advertising a productive force in the economy, but many of them questioned its true value to our society.

Religious leaders, Mr. Mapes said, think advertising falls short of fulfilling its social obligations. Irresponsible advertising, these men believe, makes business generally, not advertising alone, morally suspect. Sociologists think "advertising is a cultural depressent, tending to destroy individualism." Economists object to what they term non-informative advertising of brand versus brand. And all types of thought leaders were critical of advertising that influences people to buy unnecessary things.

"The reason for this attitude is complex," Mr. Mapes stated. "Some intellectuals think national resources are wasted when what they call 'unnecessary' goods and services are produced. But substantial numbers of thought leaders in all categories think also that Americans are growing too soft—that because of luxury living we are losing the moral fiber and physical strength needed to stand up against the hard challenges of the day."

Mr. Mapes noted that the study was made at the time when the Berlin problem was becoming critical and that this undoubtedly influenced the thinking of the individuals interviewed. But he pointed out that despite their criticisms of advertising, these thought leaders show no signs of favoring restrictive legislation or control of advertising.

To evaluate the basic attitudes of each person interviewed, the research committee of the AAAA prepared a list of five questions for use by the interviewers. The results were summarized as follows:

- *Does the respondent believe that competition is wasteful, unproductive?* Only one in 10 feels that way, the interviewers said. They noted that the percentage would be higher for clergymen and editors of intellectual publications.
- *Does the respondent believe that advertising itself is wasteful and unproductive?* 12% believe advertising wasteful and another 12% aren't sure, with economists, sociologists and editors of intellectual publications most doubtful about advertising's advantages.
- *Does the respondent believe that advertising promotes values that are too materialistic?* Less than half of the respondents, 45%, disagreed with that conclusion; 44% felt advertising is too materialistic; 11% had mixed feelings.
- *Does the respondent believe more money should be spent on schools, etc., and less on "unnecessaries?"* About a third would agree, the interviewers felt.
- *Does the respondent believe that advertising should give the facts and only the facts?* Yes, say the majority, as high as three-fourths of some categories.

Mr. Mapes concluded by stating that 75% of the thought leaders interviewed were unaware of the efforts being made to improve the quality of advertising, such as the joint AAAA-ANA interchange (to eliminate bad taste and dishonesty from advertising) or the AAAA

Crichton to succeed Gamble; Harper for Cox

The long search for a successor to Frederic R. Gamble as president of the American Assn. of Advertising Agencies was completed last week with the election of John H. Crichton, editor of *Advertising Age*.

Mr. Crichton, 42, is slated to join AAAA on Jan. 15 and take over the presidency next May, when Mr. Gamble retires after 33 years as operating head of the association.

The search for a new president has been under way since Mr. Gamble announced 3½ years ago that he planned to retire in the spring of 1962. It has been intensive for close to two years: a special committee headed by Robert M. Ganger of D'Arcy Adv. worked for a year, then engaged the management consultant firm of Booz, Allen & Hamilton to assist in the search.

The committee unanimously recommended Mr. Crichton in mid-August but their choice was kept a tight secret pending final action of the AAAA board last week (CLOSED CIRCUIT, Oct. 9). Marion Harper Jr. of Interpublic Inc., who himself was elected AAAA chairman last week, succeeding Edwin Cox, Kenyon & Eckhardt, who for reasons of health is retiring from both K&E and the AAAA, headed a special committee of the board which took over negotiations after the Ganger committee made its recommendation.

Arthur E. Tatham, Tatham & Laird, also was elected as vice chairman of the 4A board, succeeding Mr. Harper.

Mr. Crichton has been with *Advertising Age* since 1941, a year after he was graduated from the U. of Missouri with an AB degree in journalism. He become Washington editor in 1943, was on the New York editorial staff from 1946 to 1949, was executive editor from 1949 to 1957, and advanced to editor in 1958.

Mr. Gamble, who became managing head of AAAA in 1929 and president in 1944, has been closely identified with the search for his successor as a member of both the Ganger committee and the Harper committee which took over after Mr. Crichton was nominated.

Serving with Mr. Ganger and Mr. Gamble on the advisory council committee which made the initial recommendation were Louis N. Brockway of Young & Rubicam and Atherton W. Hobler of Benton & Bowles. The special committee of the board, which subsequently took over because AAAA by-laws specify that the advisory council recommends a president but that the board must do the hiring, consisted of Messrs. Harper and Gamble; Norman Strouse, J. Walter Thompson Co., and William Marsteller, of Marsteller, Rickard, Gebhardt & Reed.

code. If they were informed of the facts about advertising, some 80% would be likely to adjust their views, he said.

Educating the thought leaders and the public at large about advertising's contributions to our nation's well being is important. But even more important is the internal job of correcting "the small area of advertising that is still in bad taste or that otherwise justifies public criticism," Edwin Cox, chief executive officer of Kenyon & Eckhardt and AAAA board chairman, told the meeting. We must "give our own people a stronger code of ethics and persuade them to be bound by it," he declared.

The Interchange of Opinion on Objectionable Advertising, which last year became a joint AAAA-ANA activity after 15 years as a major item in the AAAA program, "is working well," Mr. Cox stated. "There have been fewer complaints received in this first year of joint effort than in the preceding year (due, I believe, to considerable improvement in certain classes of tv commercials) but there has been even more cooperation from advertisers and agencies in correcting the abuses when the committee sustained the criticism and considered it serious."

Mr. Cox called attention to the considerable difference between the kind of criticisms which professional advertising people make and those reported in studies of public opinion. He said, "75% of the criticisms in the public studies arise from television. Only about 20% of those recently received in the Interchange concern this medium.

"Is this because it is easier to clip and send in a printed advertisement than to note station and time on a tv broadcast? Or is it because advertising people (God forbid) do not listen to commercials as much as the public does? Or is it that professionals are not concerned with quite the same problems as the consuming public?

"Another evidence of this disparity between professional and public opinion is that food and automobiles lead in the number of complaints received in the Interchange, whereas drugs, proprietaries and personal products are way out in the front rank of complaints in such public studies as the one made recently in Cleveland.

"Is there a danger of our being out of touch with what the great body of consumers think about advertising?" he asked. "If so, we had better take steps to correct it."

Mr. Cox proposed that one step should be "an organized and vigorous effort by agency people to call to the attention of media any advertisements or commercials that are below our standards or that are harmful to advertising." He noted that media people are in a highly competitive business and "it is hard to resist the advertiser who comes with a commercial in one hand and a check in the other," and "difficult to reject advertising that others are running."

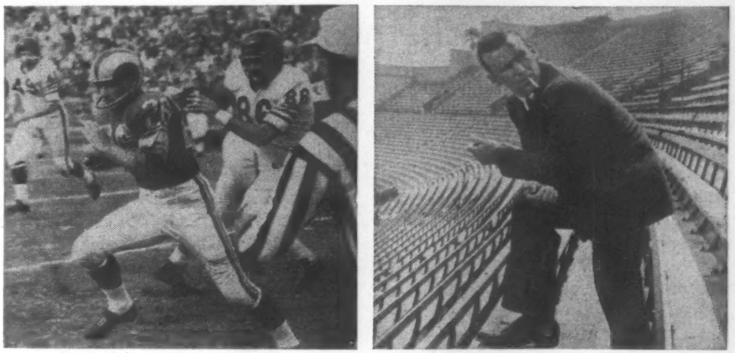
The media executive's decision to reject or discontinue an objectionable campaign would be easier to make "if he had a dozen letters from other valued customers urging him" to make such a move. "Can we get agency people to do this?" Mr. Cox asked. "It is really a question of how much you care. Are you concerned about the good name of advertising? Would you like to slay the ghost of Madison Avenue? Are you worried about how much of your client's dollar is being eroded by public distaste and disbelief?

"Then write to the publisher or broadcasting station whenever you see an advertisement or commercial that is detrimental to advertising and persuade your own associates to do the same. In the same spirit, when you hear that a media owner has turned down a lucrative piece of business, write him a letter of commendation. You may be surprised how warmly it will be received. I am convinced that only by strengthening the community of interest between advertisers, agencies and media can our industry do the self-policing job that is needed."

But there is an even larger assignment for advertising than an internal house-cleaning or an external image-improvement campaign, the convention was told by John L. Bricker, vice president and marketing director of Foremost Dairies. America is in a state of crisis, he told the advertising men and women, and the persuasive influence of the best advertising techniques are needed to revitalize our nation's faith in itself and in the moral precepts that made it great (see separate story, page 32).

Mediocrity is an even more dangerous enemy of good advertising than downright dishonesty, William A. Marsteller, board chairman, Marsteller, Rickard, Gebhardt & Reed, New York, warned the AAAA assembly.

"We have set up machinery, voluntarily, to deal with malpractice in our industry," he stated. "And if our policing falls down it will be done for us by the government. . . . But dullness,



Marlboro commercials feature grid greats

A series of commercials featuring outstanding football plays and players of the past and present has been devised for Marlboro cigarettes for showing during its sponsorship of National Football League games on CBS-TV, NBC-TV and the Sports Network.

Each commercial consists of a film showing the star in street clothes smoking a Marlboro; shifts to a newsreel film clip depicting one of his outstanding exploits and ends with the star's testimonial for the cigarette. Jon Arnett of the Los Angeles Rams is shown as he scoots 98 yards for a touchdown during a game with the Chicago Bears, in 1957 and reminiscing about this feat while smoking a Marlboro at the Los Angeles Coliseum, site of his long-distance run.

The commercials spotlight four gridiron greats of yesteryear—Ken Strong of the New York Giants, Don Hutson of the Green Bay Packers, Frankie Albert of the San Francisco 49'ers and Johnny Lujack of the Chicago Bears—and four stars of today—Charlie Conerly of the New York Giants, Bobby Layne of the Pittsburgh Steelers, Paul Hornung of the Green Bay Packers and Jon Arnett. Leo Burnett, agency for Marlboro, will show the eight commercials during the games on an alternating basis. Each will be carried about six times during the season.

Time is short—the need is urgent

Advertising has been challenged to put its persuasion and influence to work for the national good, to use the newest and most powerful communications medium, television, to revitalize the faith of the American people in their nation and in themselves.

John L. Bricker, vice president of Foremost Dairies, speaking at the annual meeting of the American Assn. of Advertising Agencies Western Region, held last week at Coronado, Calif., warned that we have lost the moral code of past generations and are living in a "time of confusion and profound uncertainty. Who are we and what are we about?," he asked. "We mouth platitudes but no one really knows. We even have a committee which has worked out goals for us and we are urged to write for a booklet to find out what they are. Whatever the merits of such a plan (and I am sure there are several) there is something ironic about this scheme. If we don't know what our goals are, how can anyone tell us, however wise?"

This state of national uncertainty presents advertising with "not an opportunity, but an obligation," Mr. Bricker declared. "We are the greatest communicators and influencers in the world. Our sales records show it. But, if Rosser Reeves can sell Anacin to relieve the common pains of headaches, neuritis and neuralgia, can't he help sell Americans on honesty, integrity and morality?

"Now I don't say this advertising is wrong, but with all this time, energy, talent and money, can't we promote one hour a week or every two weeks for our people and our country? I do have a specific proposal and it can be put into action by the agreement of not more than ten men:

"The President of the United States, Messrs. Kintner, Aubrey and Treyz, an enterprising and dedicated advertising agency president, the presidents of the top five advertisers in the United States. This group—10 men—could put into motion a program that could begin to rebuild our American heritage.

"One hour a week—prime tv time—all networks simultaneously—presented with all the urgency, drama and impact of an *Untouchables.* Endorsed by the President of the United States: written, directed and produced by the top talent this country has to offer and underwritten by the networks and leading advertisers who, if we must be mercenary, have the greatest stake in the rebirth of American pride—integrity—honesty—morality and purpose. . . .

"Through communications people learn—let us use this priceless facility to make America and Americans a true example for the rest of the world. The time is short and the need is urgent."

toothlessness, emptiness—aren't these too frauds of a sort? How shall we deal with them?"

Mr. Marsteller pointed out that all advertising, "weak or strong, charming or churlish, is created by people" and the problem "must spring from people and the way they use their talents."

The solution, he suggested, is "to put our most creative people in the most sensitive spots in the company—those that carry the most prestige and the most money . . . to hire the best people we possible can [and] to eliminate from our staffs those of low ambition and limited ability . . . to let our people realize that what they do is being judged . . . [and] to have only one set of standards . . . [that] are equally binding on management and non-management people of every station. Our foe is not dishonesty; it's laziness," Mr. Marsteller concluded.

"There is no shortage of devices for measurement of the impact of advertising," Dr. Frank Meissner, associate professor of marketing at San Francisco State College, said during a Tuesday morning session on advertising research. "For a hefty fee, commercials researchers will tell the advertiser how many people were exposed to his ad, how many people noted it, read it, listened to it, were affected by it . . . . The tool kit of qualitative measurement techniques is impressive in size, variety and usefulness. But what we need now is a tool kit of quantitative input-output gauges, and here the state of the art is unimpressive.

"In the final analysis, your client wants to know only one thing: 'Within the context of my total marketing effort how much credit can I ascribe to advertising? Has my advertising dollar really taught consumers to buy my product? How much extra sales revenue will an additional ad dollar bring back?' So far only few techniques have been developed that would help to answer this supremely simple and basic question. . . . The job is incredibly tough, a situation which is a supreme challenge to the imaginative researcher."

Two Purex accounts transferred to FB&B

Purex Corp. Ltd., Los Angeles, will transfer the advertising accounts of its subsidiaries, Allen B. Wrisely Co. (toiletries and drug sundries), Chicago, from John W. Shaw agency, that city, and the Potter Drug & Chemical Co. (Cuticura medicated drug products), Malden, Mass., from Kastor, Hilton, Chesley, Clifford & Atherton, New York, to Foote, Cone & Belding Inc., Los Angeles, effective next Jan. 1.

Allen B. Wrisley Co., acquired by Purex in 1958, will move its operations to Purex headquarters in the near future. Potter Drug & Chemical Co. was acquired last August.

Purex is presented with new working conditions and considerations, said Leslie C. Bruce Jr., director of advertising. "These relate primarily to the benefits of on-the-spot agency service from both a marketing and economic standpoint. The decision to transfer the accounts in no way reflect on . . . the Wrisely agency, John W. Shaw, and the Potter agency, Kastor, Hilton, Chesley, Clifford & Atherton."

Agency appointments...

- Admiral Corp., Chicago, to Campbell-Mithun, that city. Account formerly was handled by Henri, Hurst & McDonald, Chicago.

- CVA Co., division of Schenley Industries Inc., New York, appoints Norman, Craig & Kummel as its agency, effective Jan. 2. CVA spends about 20% (about $200,000) of its ad budget in broadcasting.

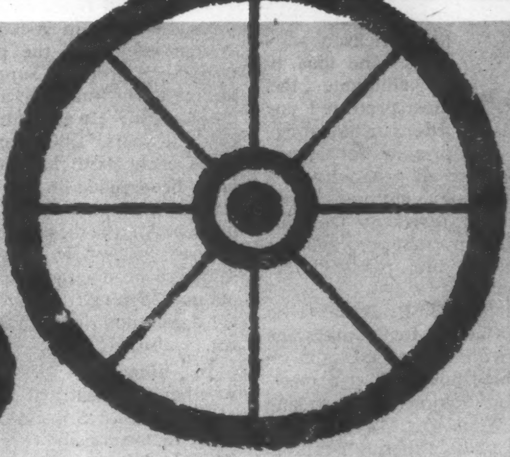
- Allen B. Wrisley Co., Chicago, and Potter Drug & Chemical Corp., Medford, Mass., both subsidiaries of the Purex Corp., appoint Foote, Cone & Belding, Los Angeles, effective Jan. 1.

- Seaboard Finance Co., Los Angeles (operating over 600 offices specializing in personal loans and installment credit), appoints Foote, Cone & Belding, Los Angeles, as agency throughout U.S. and Canada, effective Jan. 1, 1962.

- Emge Packing Co. (smoked meat products), Ft. Branch and Anderson, both Indiana, appoints Ruben Adv., Indianapolis as its agency.

Announcing GREATLY INCREASED POWER!

SOON FOR KPOL



TO REACH MORE LISTENERS IN SOUTHERN CALIFORNIA THAN EVER BEFORE!

AM 1540
SOON
50,000
WATTS Daytime
10,000 Watts at Night

FM 93.9
SOON
100,000
WATTS
both day and night

KPOL

2 POWERFUL STATIONS FOR 1 PRICE!

When you buy time on KPOL AM, you automatically get equal time on KPOL FM. The attractive program format of great popular music 24 hours a day, news on the hour, headlines on the half hour, and commercials only on the quarter hour, have resulted in a high number of adult listeners from higher income families. This combined with low rates and soon new top power make KPOL

THE BEST BUY IN LOS ANGELES For all the facts, call WEbster 8-2345 or write Coast Radio Broadcasting Corporation, 4628 Wilshire Boulevard, Los Angeles 5, California.

Represented Nationally by Paul H. Raymer Company

Erickson jumps on 'Cone Plan' bandwagon

FAVORS 'MAGAZINE CONCEPT' FOR TELEVISION ADS

Rodney Erickson, film maker and former advertising agency executive (Young & Rubicam), last week joined a vocal minority of advertising practitioners who advocate an enlargment of the so-called magazine concept in television.

Mr. Erickson, who is president of Filmways Inc., New York, placed himself alongside Fairfax M. Cone, chairman of the executive committee of Foote, Cone & Belding, Chicago-New York, who has a plan of his own to offer (BROADCASTING, Oct. 16).

Mr. Erickson

It's precisely this "Cone Plan" that Mr. Erickson supports. The idea is to eliminate the most preferred positions on the prime-time schedule and provide for advertiser rotation among all programs at a single rate for prime nighttime. Both Mr. Cone and Mr. Erickson feel this would encourage advertisers to sponsor both entertainment and public information shows.

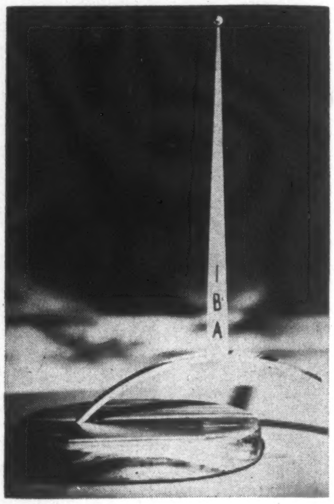
As specified by Mr. Erickson (who included his proposal for a magazine concept plan with a detailed talk on "world-wide show business" at a meeting of the International Advertising Assn. in New York Oct. 18), the advertiser would place either a 1-minute or 2-minute spot within time periods. As he noted, the advertiser would sponsor "cultural as well as entertaining programming."

In England, Mr. Erickson said, advertising is placed in a "natural break" and there's "nothing more successful" in tv advertising than the British system. He also predicted commercials in England will resemble more those in the U.S. in the future. To him a method similar to the British way of carrying commercial spots in programming is as inevitable a system for the U.S., wherein "advertisers won't have anything to say," as it is for other parts of the globe where commercial channels will open alongside government-operated systems.

Mr. Erickson linked this prognostication with several others ranging afar in the general entertainment business and in international business relationships. Some of them:

- On advertising in general—U. S. advertisers on tv are "trying to be polite because we are scared" (of government edicts etc.). But there's "no way to politely advertise on television" because "sooner or later the sledge hammer [hard sell] has to fall." The function of tv advertisers here or abroad is to reach the greatest number of people and disseminate commercials which will sell. The principal motivation of advertising is "mass merchandising" and "not to entertain people."
- International viewing of tv—"There is no country in the foreseeable future that will not have mass viewing of television within the next decade and most of the major countries have it now."
- U. S. tv film abroad—With a good tv series about 25% of gross income can be attributed to foreign sales. And it's nearly impossible to make a profit on first runs of tv shows at home. "Only when the program goes into repeats or foreign sales does the producer begin to make a profit." Supply of the film available for markets abroad exceeds the demand. He estimates that over the past 10 years, 1,000 series of 39 episodes each (both half-hour and hour) have been made in the U. S. for the market here plus about 10,000 feature films. All of these are available for overseas sales. Tv producers now, he said, are producing film at the rate of about 125 series a year. Result: need for a common distribution outlet of film for tv abroad.

In film, Mr. Erickson asserted, whether for theatrical or tv distribution abroad, the U. S. producer has an "immediate responsibility" to voluntarily "put our best international face forward" and "project that good image." This need also covers U. S. advertising in other countries.



Commercial trophy

Over 40 International Broadcasting Awards trophies will be presented to the winners in 15 classes of radio commercials and 25 classes of television commercials in a competition sponsored by the Hollywood Advertising Club. The contest is open to any advertiser, producer, agency or broadcast station in the world. To be eligible, commercials must have been broadcast between Dec. 1, 1960 and Dec. 1, 1961. Entry deadline is Dec. 1, 1961. The trophies (above) will be presented at a formal awards banquet Feb. 13, 1962, in Hollywood.

RTES unit to scout broadcast legislation

The Radio & Television Executives Society Inc., New York, will be keeping close watch on New York state and federal legislation concerning the industry this year, according to Sam Slate, vice president and general manager of WCBS New York, chairman of the RTES legislative committee.

The committee's three-point program consists of (1) monitoring state and federal legislation, and keeping RTES members informed of these activities; (2) urging the organization's membership to take firm stands on issues affecting the industry; (3) functioning as a "positive arm" of the organization, suggesting new and amended legislation for the good of the industry and the membership.

Serving on the RTES legislative committee are Harvey L. Victor, Jayark Films; Samuel Spring, Spring & Mayer; Elizabeth Bain, CBS; Elisabeth Beckjorden, Elisabeth Beckjorden Co.; Viola Becker, V. S. Becker Productions; Bill Pegler, TV Zoomar Corp.; Bob Leder, WOR-AM-FM-TV New York; Tom White, Avery-Knodel, and Tom Murphy, Capital Cities Broadcasting. RTES is made up of broadcasting and advertising executives in New York.

Foremost back to GB&B

Foremost Dairies Inc., San Francisco, has returned its $5-million account to Guild, Bascom & Bonfigli, San Francisco, which had handled this business for five years before Foremost shifted in 1956 to BBDO, San Francisco and New York. John C. Bricker, vice president of Foremost, said the change was undertaken because of GB&B's location in San Francisco, facilitating communication between the client and the agency, and its "wide experience" in food accounts.

IT'S THOSE LITTLE "EXTRAS" THAT HELP BUILD THE

QUALITY TOUCH

Quality reporting is more than just game statistics. WFAA-TV's award winning Sports Director Wes Wise gets the human interest aspects, the "whys and wherefores," the real meat behind important sports developments which has won for him a large and loyal sports audience. With two pro teams and those Southwest Conference powerhouses in the Dallas area, that "sports beat" inevitably shows up on WFAA-TV!

But whether it's a sports audience, women's, children or combined, you'll find this same *quality touch* prevalent in all facets of WFAA-TV's operation. Why not call your PETRYMAN for good avails during the popular fall season?

WFAA-TV

channel 8

Represented by Edward Petry & Co., Inc. The Original Station Representative

WFAA
The Dallas Morning News

AT "*Communications Center*"® DALLAS

WFAA • AM • FM • TV—THE DALLAS MORNING NEWS

IN NASHVILLE . . .
WSIX
TV 8 . . . still
NO. 1 *

*ARB REPORTS WSIX-TV 8 NO. 1
in Metro Share of Audience
and Total Homes Delivered,
6 to 10 P.M. Monday through
Friday (*June ARB, 1961)

WSIX
TV 8
NASHVILLE

Affiliated with WSIX AM-FM Radio
Represented Nationally by:
PETERS, GRIFFIN, WOODWARD, Inc

Second liquor advertiser enters radio

HANKEY BANNISTER SCHEDULE BOUGHT ON WVNJ

Another hard liquor advertiser is buying radio time. The move might herald a "breakthrough" into the broadcast media by distillers with "modest" advertising budgets who seek specialty audiences (Closed Circuit, Oct. 16).

Peerless Importers, Brooklyn, N. Y., distributor of Hankey Bannister scotch and gin, said last week, through its agency, Pace Advertising, that a test campaign for its scotch brand has been placed on WVNJ Newark, N. J. The campaign was scheduled to start Monday (Oct. 23) and continue at least until the end of November. A minimum of 60 one-minute spots are scheduled for the four-week period.

Peerless thus becomes the second hard liquor advertiser since August to turn to broadcasting. At that time, Publicker Industries Inc., Philadelphia, started separate broadcasting campaigns for its bourbon and whiskey brands (Broadcasting, Aug. 21). Both are still going strong. A total of approximately 80 radio stations, including WVNJ, are now taking the advertising (Closed Circuit, Oct. 9). This is believed to be the first hard liquor advertising placed on radio since 1958.

Sid Kallner, Pace Advertising's radio and tv director, said last week his agency has always been "oriented toward local radio" and wants to see "what kind of reaction a broadcast campaign would get." He said that in addition to the spot radio schedule in the New York market, other areas where Hankey Bannister is widely distributed are being considered. He named Boston and Washington, D. C., as two such markets, and indicated a series of radio spots for the scotch brand on a "good music" station in or around the Boston area was all but placed.

"For a hard liquor advertiser, radio is a new medium," Mr. Kallner explained, "and we want to see what results we get by being exposed to it."

Music Lovers ▪ The advertising agency executive added that stations programming "better music" attract a "more sophisticated audience" and are the ones Pace Advertising will be seeking out for its hard liquor spots. (most of the Publicker spots also are on either fm or "good music stations" or both).

Pace has prepared two transcribed spots for its hard liquor campaign on WVNJ. Both are low key and stress the "uniquely delicate flavor" of the brand. Mr. Kallner said the campaign theme "comes right off the product's label": that more people in Her Majesty's service and diplomatic corps prefer Hankey Bannister than any other scotch. He indicated the reported "lack of adverse public reaction" to the Publicker campaign influenced Pace's decision to use radio for its liquor client.

A spokesman for WVNJ, a wholly-owned subsidiary of the Evening News Publishing Co., publisher of the *Newark News*, said the station has received "absolutely no bad reaction" since it first accepted the Publicker commercials. The station, which features show, and light classical music, carries about a dozen spots weekly for each of the Publicker brands. All the spots, according to the station representative, are programmed after 7 p.m.

WVNJ, like apparently all the stations that are carrying the Publicker spots, is not a subscriber to NAB's code, which bans the acceptance of hard liquor advertising.

(Peerless Importers does not belong to the Distilled Spirits Institute which also bars its members from advertising on the air. Neither is Publicker Industries an institute member.)

Public education needed on advertising—Proud

More tangible public education is necessary for the advertising industry to overcome the undesirable reputation it has acquired in recent years, C. James Proud, President of the Advertising Federation of America, said in presenting a charter to the Erie (Pa.) Advertising Club, AFA's 138th club, on Oct. 18.

The tangible assets of our industry are the people of the industry, Mr. Proud said. "They represent the articulate, dedicated public servants on Madison Avenue and Main Street, U.S.A., and for a professional group of communicators who are small in number, they perform public services out of all proportion to these few thousands among the millions in this great nation. . . ."

Last week also, officers were elected in AFA's Seventh "Deep South" District, and the AFA, in cooperation with the State Department, volunteered through its affiliated advertising clubs to provide local welcoming meetings for the approximately 60,000 foreign students attending schools in the U. S.

Thomas C. Buntin, vice president of Buntin & Assoc., Nashville, was elected governor of the Seventh District. He succeeds Otis H. Segler, manager of WDEF-TV Chattanooga. Nashville was selected as the site for the 1962 district convention for the 14 clubs in Georgia, Alabama, Mississippi, Tennessee, eastern Louisiana and western Florida.

NOW
a dynamic
new
FORCE
in Atlanta
Television

PANORAMA news coverage

proven personalities

award winning documentaries

editorial influence

community service

adult programming

Overwhelming choice of local TV advertisers!

YOUR CAMPAIGN BELONGS ON THE IMPORTANT STATION IN ATLANTA • • • • • • • • • • • • • • • •
THE DYNAMIC NEW FORCE IN ATLANTA TELEVISION ! ! !

waga·tv 5
A STORER STATION
represented by Storer Television Sales

McCulloch Corp.'s big 'R.C.M.P.' buy

For its first national tv sponsorship more than 100 stations have been individually contracted by McCulloch Corp. (power chain saw producer), Los Angeles, for a 26-week showing of *R.C.M.P.*, a film series about the Royal Canadian Mounted Police. The deal was negotiated through McCulloch's agency, Fuller & Smith & Ross, Los Angeles. In the photo are (l to r): Robert K. Orser, McCulloch advertising manager; David Mathews, F&S&R vice president for west coast broadcast; Frank McKibbin, F&S&R vice president and McColloch account executive; Gerry King, F&S&R special television buyer; and Cliff Ogden, NBC Films sales.

18 experts lined up for RTES winter seminar

Instructors posts have been accepted by 18 advertising and broadcast industry executives for the Radio & Television Executives Society's newly re-designed 1961-62 Time Buying & Selling Seminar. The eight-week course of 90-minute classroom-type lectures, which begins Oct. 24, will be held at the CBS Radio studio at 49 E. 42nd St., New York.

Seminar subjects and instructors are:

- "The Role of Broadcasting—Communication and Advertising": Matthew J. Culligan, director, Interpublic Inc.; Maurie Webster, vice president and general manager, CBS Radio Spot Sales; John Dickinson, vice president and director, manager of new business development, Harrington, Righter & Parsons.
- "A Look Behind the Media Plan": Herbert Zeltner, vice president and media director, Lennen & Newell; Al Petcavage, media director, Doyle Dane Bernbach.
- "When the Rep Answers His Phone": Arthur H. McCoy, executive vice president, John Blair & Co.; Max Friedman, eastern radio sales manager, H-R Representatives; Cris Rashbaum, vice president and director of research and promotion, HR&P; Marion Lonsberry, manager of operations, WCBS-TV New York.
- "Using the Network": Jules Barnathan, vice president and director of research, ABC-TV; Ben Lochridge, national sales manager, CBS Radio.
- "Using Research for Your Decisions"; Mary McKenna, vice president in charge of research, Metromedia Inc.; William A. Murphy, vice president, director of media and research, Papert, Koenig, Lois Inc.
- "Buying the Schedule": Ann Janowicz, media supervisor, Ogilvy, Benson & Mather Inc.; Ruth Jones, associate media director, J. Walter Thompson.
- "Getting Your Media Money's Worth": Robert Liddel, associate media director, Compton Adv.
- "Working Together for Better Advertising": Herbert Maneloveg, vice president and media director, BBDO; Morris Kellner, vice president and director, sales manager, radio division, The Katz Agency Inc.

Rep appointments...

- WSLI Jackson, Miss.; WFLI Chattanooga, Tenn.; WRAW Reading, Pa.; WKGN Knoxville, Tenn., and WABY Albany, N. Y.: Radio-Tv Reps Inc., New York.
- WKYN and WFQM, both San Juan, and WORA-FM Mayaguez, all Puerto Rico: Intercontinental Services Ltd., New York, as U. S. representative.
- KPRO Riverside - San Bernardino, KREO Indio-Palm Springs, KROP Brawley-El Centro, KYOR Blythe, all California, appoint John Pearson Co., New York, as national representative.
- WHDA-FM Dover, N. J.: Fine Music Hi-Fi Broadcasters as national representative.
- XEGM Tijuana, Mex.-San Diego: National Time Sales in the East and Midwest, effective immediately.
- WLBW-TV Miami: H-R Television Inc., New York, as exclusive national representative. New ch. 10 station will be ready to begin programming soon (see story, page 42).
- KPOI Honolulu: Daren F. McGavren Co. as national sales representative.
- Northern Broadcasting Ltd., Toronto (CFCH North Bay, CKGB Timmons, CJKL Kirkland Lake, CHEX Peterborough, CKWS Kingston, all Ontario): Stovins-Byles Ltd., Toronto. CKGN-TV North Bay appoints Stovin-Byles as its rep, effective Nov. 1.
- KGFJ Hollywood, Calif.: Bernard Howard Co. as San Francisco representative.
- WFLB Fayetteville, N. C.; WTTF Tiffen, Ohio; KRIG Odessa, Tex., and WYGO Corbin, Ky.: Prestige Representation Organization, New York, as national representative.
- WSAR Fall River, Mass.: Kettel-Carter as New England representative.
- KONA Honolulu: George P. Hollingbery Co., New York.

PGW's 'Cost Yardsticks' estimates spot tv costs

Peters, Griffin, Woodward Inc., New York, last week published up-to-date information on spot tv "Cost Yardsticks." Covered are markets whose leading stations, PGW says, take in about 91% of all U. S. tv homes.

Prepared as a working tool for advertisers and their agencies to develop estimates for tv spot schedules on a regional, seasonal, market-by-market or national basis, "Cost Yardsticks" gives data for half-hour nighttime programs, nighttime station break announcement schedules and for various types of "volume plans," both day and night. The rate categories also include costs for five-day participations, five fringe night

We got more wimmin than men. Lucky, wot?

Ever since we went on the air in 1922, WDAY Radio has had *far* more adult listeners than any other station in these here parts. *Money* adults, too — Fargo itself is the Nation's No. 2 market in retail sales per family.

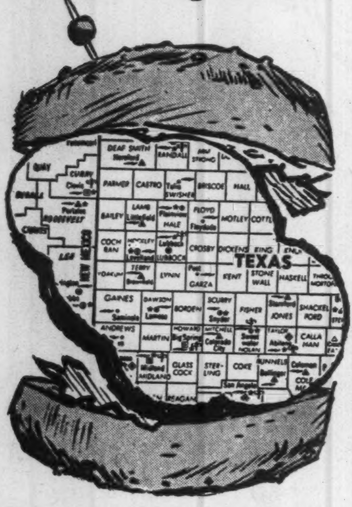
The latest 55-county Area Nielsen gives us as high as 111% more men than Station B — as high as 87% more women. Our total Monday-Friday *adult* listenership is 155,100 women, 91,400 men (Mon.-Fri., 6 a.m. to midnight, March-April, 1961).

Ask PGW for the hour-to-hour figures. Them city slickers know *everything* about us Hayseeds!

WDAY
FARGO, N. D.
NBC • 5000 WATTS
970 KILOCYCLES

PETERS, GRIFFIN, WOODWARD, INC.,
Exclusive National Representatives

a la Dagwood...



RECIPE: Take 4 top stations, sandwich into one BIG market, serve with extra helping of simultaneous merchandising and promotion effort. It's economical as a one purchase, one film, one billing dish . . . served in any combination to fit any appetite.

BIG! even for TEXAS!
CBS

west texas
television
network

KDUB-TV
LUBBOCK, TEXAS

KEDY-TV
BIG SPRING, TEXAS

KPAR-TV
ABILENE - SWEETWATER

KVER-TV
CLOVIS, NEW MEXICO

REPRESENTED BY ats

W. D. "Dub" Rogers, President and Gen. Mgr.

minutes (generally early evening and late evening) and 10/12 plan for minutes (day and night). A special feature of the tv spot tool is a set of tables showing month-by-month temperatures in 84 major markets to help determine seasonal campaign starting dates.

The new cost guide gives estimates for each of the five rate categories in each of the 84 markets. If all these markets are used, PGW estimates the total weekly cost of a one-week five-day participation schedule would total $33,748; five fringe night minutes, $45,426; a weekly 10/12 minute plan $65,508; one weekly nighttime 20-second spot $23,099, and a weekly nighttime one-half hour, $42,907. The total U. S. homes covered (unduplicated) 43,002,000.

Lee Bristol to get ANA's West Award

Lee H. Bristol, board chairman of Bristol-Myers Co. and chairman of The Advertising Council, will be presented with the first Paul B. West Award at the opening session of the Assn. of National Advertisers annual meeting Nov. 2 at the Homestead in Hot Springs, Va.

Mr. Bristol

ANA set up the award last year to honor the person contributing most to advertising and who best "personifies the goals and standards of the late Paul B. West." Mr. West served as ANA's president 1932-1960 (year he died). Cited in particular by ANA in announcing the award is Mr. Bristol's leadership of The Advertising Council (which he helped found). Mr. Bristol also served as ANA's director (1927-39), its chairman in 1931 and member of its advisory committee in 1944 to the present. Other associations: a founder of Advertising Research Foundation and one of its first chairmen, and active participation in the Audit Bureau of Circulations as a director (1929-30).

Roger H. Bolin, advertising director of Westinghouse Electric Corp. and chairman of ANA, in describing Mr. Bristol's career while announcing the award today (Oct. 23), said the "record of Mr. Bristol's company and its intelligent and efficient use of advertising played a part in the ANA directors' decision. Mr. Bristol was responsible for Bristol-Myers advertising for many years. As chief executive, he has maintained close interest in his company's advertising operations." The company is a major radio-tv advertiser. Mr. Bristol's other varied business organizational as well as philanthropic activity was noted.

The ANA board acts as jury in selecting the person to receive the annual award, a gold medallion featuring a sculptured portrait of Mr. West.

Business briefly...

Gillette Inc. and **Liberty Mutual Insurance** have bought *ABC's Wide World of Sports,* a 90-minute Sunday sports special to be shown on Jan. 7 (5-6:30 p.m. EST). Agencies: Macon Inc. (Gillette), and BBDO (Liberty Mutual).

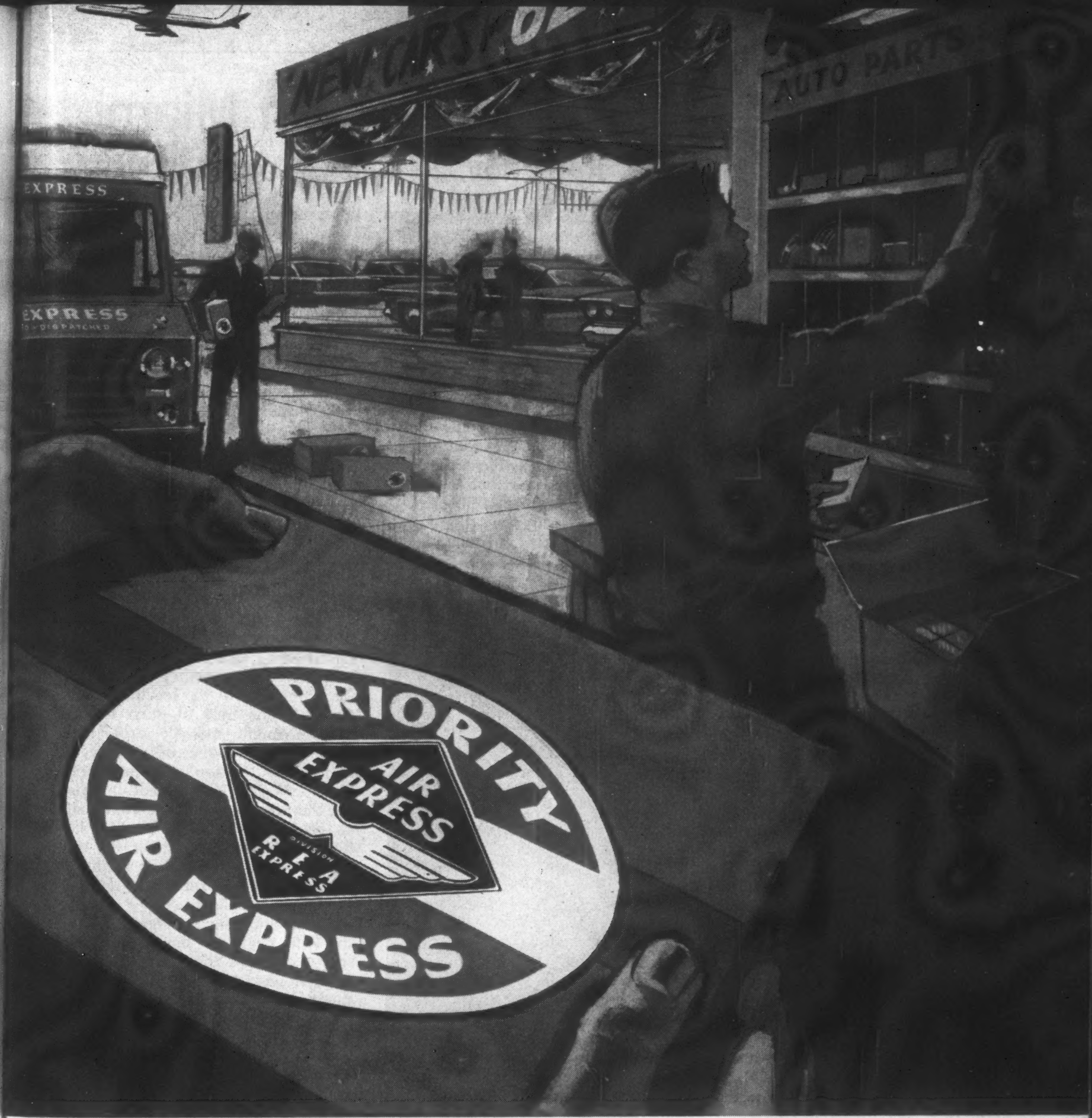
International House of Pancakes, North Hollywood, Calif. (buttermilk pancake mix), is using a 26-week southern California spot radio campaign (began Oct. 12), rotating among Los Angeles and San Diego stations on a four-week schedule. Initially stations being used are KHJ, KGBS, KPOL, all Los Angeles and KOGO San Diego. In addition, participation is used in *The Internation Hour,* two-hour nightly recorded program sponsored by the Restaurant Chain on KPOL. Agency is Wade Advertising, Los Angeles.

S. C. Johnson, Racine, Wis., is introducing its new Glade Mist household air freshener via a spot tv campaign in 44 markets throughout the country, starting Nov. 4. Agency: Benton & Bowles, New York.

Blue Chip Stamp Co., Los Angeles, is supplementing an outdoor advertising campaign (began Oct. 17) with a spot schedule on six television stations. Utilizing 10-second film commercials, calculated to deliver 150 to 200 rating points per week in each market, stations include: KRCA (TV), KABC-TV Los Angeles, KLYD-TV Bakersfield, KEYT (TV) Santa Barbara, all California; KLAS-TV Las Vegas, Nev.; XETV (TV) Tijuana - San Diego. Agency is J. Walter Thompson Co., Los Angeles.

General Electric's Clock and Timer Dept., Ashland, Mass., has begun introduction of an automatic toothbrush in Chicago. Consumer advertising in the Chicago vicinity started Oct. 9 and includes a six-week spot tv campaign with 18 one-minute spots running each week. The tv spot drive is expected to reach 80% of all Chicago tv homes, the average home being exposed six times during the period. Agency: N. W. Ayer & Son, Philadelphia.

M. J. Holloway & Co. (Milk Duds, Hi-Noon bars, Slo-Poke and Black Cow Suckers), Chicago, signed to co-sponsor the new weekly half-hour children's program, *Magic Ranch,* Saturday 11:30 to noon on ABC-TV. Agency: Erwin Wasey, Ruthrauff & Ryan, Chicago.


NEW CARS
AUTO PARTS
EXPRESS
EXPRESS
PRIORITY
AIR EXPRESS
AIR EXPRESS
DIVISION
R E A
EXPRESS

Air Express delivers parts overnight, helps cut costly inventory

This auto dealer had thousands of dollars tied up in inventory. Then he found out how quickly and easily he could get parts direct from the manufacturer by Air Express. So now he lets the factory carry most of his inventory, and he banks the savings. Air Express service enables you to streamline your inventory. Why stock a warehouse when Air Express will deliver the goods at jet speed — very often the same day? Throughout the U. S. and Canada, 35 scheduled airlines and 13,000 trucks give your shipments first on—first off—first there priority, with kid-glove handling all the way. Just mark your orders "Air Express"

AIR EXPRESS

CALL YOUR LOCAL R E A EXPRESS OFFICE FOR AIR EXPRESS SERVICE

National gets walking papers in Miami

WPST-TV TOLD TO GET OFF CH. 10 BY NOV. 20 FOR WILSON TAKEOVER

A final and unappealable eviction notice was tendered to National Airlines by the FCC last week, ordering WPST-TV (ch. 10) Miami to cease operations at 3 a.m., Nov. 20.

The order makes effective a July 1960 commission decision revoking the ch. 10 grant to National's subsidiary, Public Service Tv Inc., disqualifying that applicant and two others, and assigning the channel to L. B. Wilson Inc. (BROADCASTING, July 18, 1960).

L. B. Wilson (which owns WCKY Cincinnati) was the only one of the four applicants found not guilty of attempts to influence the FCC outside the hearing record. The other two applicants were WKAT Miami Beach and North Dade Video Inc.

The Miami ch. 10 case was the first and widest publicized of the famous *ex parte* representations in tv contested cases by the House Legislative Oversight Subcommittee. Former Commissioner Richard A. Mack was forced to resign following the ch. 10 exposure and he and the late Thurman Whiteside were indicted for criminal conspiracy. Their first trial ended in a hung jury. Mr. Whiteside, whose gunshot death last May was ruled a suicide, was acquitted in a second trial but Mr. Mack was not retried because of illness.

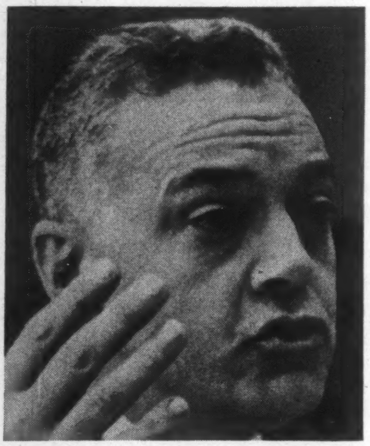
Soon after the commission's 1960 order revoking the WPST-TV grant, Wilson constructed and equipped a completely new tv station—WLBW-TV. It has been on a standby basis since, with skeleton staff, awaiting an order from the FCC permitting it to go on the air. A Wilson spokesman said last week WLBW-TV will be ready to start telecasting the day WPST-TV ceases.

No Avenues Open ▪ Public Service has exhausted all legal steps to retain its license for WPST-TV. An appeal from the original grant was pending in the U. S. Court of Appeals at the time of the *ex parte* disclosures in Congress (February and March, 1958). The court subsequently remanded the case

Comr. Ford explores radio's economic problems

Economic considerations radio broadcasters must contend with in provding the improved program service the FCC is demanding were explored by Commissioner Frederick W. Ford at the Kentucky Broadcasters Assn. meeting (see story, page 62).

Tracing the contradictory history of the commission's right or duty to determine whether a community can economically support further stations when considering a new application, Commissioner Ford said the subject should be studied. He expressed the hope that Congress will authorize the FCC funds for such a study.



With the squeeze for spectrum space, the problem has been intensified, Mr. Ford said. During the '30s the FCC regularly took into account the nature and extent of economic injury which would be caused to existing stations by the grant of a new applicant, the commissioner said. A 1940 Supreme Court decision emphasized that radio stations are distinguished from common carriers by the element of unrestrained free enterprise and that free competition should determine which station stands or falls. "Plainly it is not the purpose of the Communications Act to protect a licensee against competition but to protect the public," the court held. However, if competition would cause both stations to go under financially and the public would be thereby deprived of service, the FCC would be free to find this not in the public interest. The commission met this argument by granting a second station in a small community on the grounds that if both stations failed, a new applicant could be expected to fill the void of service to the public.

When the FCC held that it had no statutory authority to consider an economic injury issue, the court of appeals reversed the decision, holding that the FCC should afford an existing licensee opportunity to prove economic injury and if he does prove it the FCC should make a finding.

"Judging by commission actions over the past 20 years, however, the nature of the evidence produced by the existing station would have to be extremely compelling to persuade the commission to reach such a finding. The cost of such a proceeding might well be prohibitive from the standpoint of an already hard-pressed station," Commissioner Ford said. He added that in raising the argument that the community could not support another station, the licensee would run the risk that his own authorization might be considered comparatively with that of the new applicant.

The commissioner suggested that the FCC might re-examine its thinking on this question because there is a possibility that bad programming might drive out good because it costs less to produce.

Dramatic changes in radio revenues and its sources were discussed by Commissioner Ford: In 1946, 21% of total times sales was network, 31% national spot and 48% local. By 1959, network time sales had decreased to 2%, national spot sales remained the same and local times sales increased to 67%. "Thus the average revenue for stations in 1946 was $221,000 with average income for each station $57,100. These figures dropped in 1960 to $153,200 and $14,900 respectively," the commissioner said, pointing out that due to the economic squeeze more than one-third of the am stations in the country reported an operating loss in 1960.

to the FCC but retained jurisdiction.

Following a hearing before special Examiner Horace Stern, a retired Pennsylvania judge, the commission revoked the WPST-TV grant and disqualified Public Service, WKAT and North Dade. The same decision granted the L. B. Wilson application, but for a period of four months only. The commission said nothing about this provision in last week's order but it is assumed that new applicants may apply for ch. 10 when WLBW-TV comes up for renewal in late March 1962.

WPST-TV appealed the FCC's July 1960 order and the appeals court affirmed the grant to Wilson last summer (BROADCASTING, July 10). Two weeks ago, the U. S. Supreme Court refused to consider a petition for a writ of *certiorari* by National Airlines, setting the stage for last week's order.

A commission lawyer said last week that, unless a technical error can be found in the FCC's procedures, WPST-TV has no legal recourse remaining but to comply with the order to go dark. With this in mind, he said, the order was drafted with caution to prevent such errors. It was pointed out WPST-TV was given 30 days to relinquish ch. 10 because of a provision in the Communications Act relating to non-broadcast regulation. It was felt, however, that a shutdown order encompassing less than 30 days might give National a course of appeal.

Never Before ▪ This is the first time in the history of television that the FCC has revoked the authority of an operating station. Awaiting court action, however, is a decision to revoke the license of Biscayne Tv Corp. for WCKT (TV) (ch. 7) Miami. In addition, the commission has given WHDH-TV (ch. 5) Boston a comparative demerit and is reconsidering that case (see story, page 46) and has pending an initial decision proposing to revoke the license of Mid-Florida Tv Corp. for ch. 9 WLOF-TV Orlando (BROADCASTING, July 10). Currently in hearing status is the ch. 12 grant in Jacksonville, Fla., as WFGA-TV (see this page).

WLBW-TV will take over the ABC affiliation of WPST-TV. The Wilson facility is authorized to operate with 316 kw with a 993-ft. tower. L. B. Wilson stockholders include C. H. Topmiller (32.4%), president; Jeanette Heinze (19.3%), vice president-treasurer; Thomas A. Welstead (19.3%), vice president; William M. Ittman (11.3%); Jolar Inc. (11.3%); Essie Rupp (6.3%), secretary. Mrs. Heinze and Messrs. Topmiller and Welstead are voting trustees of 198 of the 485 outstanding shares in addition to the stock they own privately. The trust is composed of some of the shares held by all stockholders and gives the three right to vote over 75%.

WFGA-TV principals deny 'ex parte' charge

JACKSONVILLE CH. 12 CASE INDEFINITELY RECESSED

Principals in Florida-Georgia Tv Co., successful applicant for ch. 12 Jacksonville, Fla., told an FCC hearing last week that they had not tried to influence the decision off-the-record and denied asking any other party to intercede or any knowledge of such activities.

The statements were made as Chief Hearing Examiner James D. Cunningham continued a hearing on charges that *ex parte* contacts were made in the case on behalf of one or more of the three original applicants. In addition to Florida-Georgia (WFGA-TV), Jacksonville Broadcasting Co. and the City of Jacksonville (WJAX) also were in the comparative hearing. The city no longer is actively seeking the grant.

A U. S. congressman testified that former Commissioner Richard A. Mack stated that he (Mack) had committed his vote to Florida-Georgia and several witnesses testified about the efforts of a Catholic monsignor to mediate a merger of two of the applicants. Also playing a role in the hearing was a file from the records of Sen. Spessard Holland (D-Fla.).

The hearing ran from Monday through Thursday morning last week, after which it was adjourned indefinitely. Trying the case for the commission are Assistant General Counsel Hilburt (Bud) Slosberg and attorneys William Jensen and Jack Mayer.

Distinct Impression ▪ Rep. A. S. Herlong Jr. (D-Fla.) said that he called Mr. Mack while the ch. 12 case was pending at the request of Charles Murchison, attorney for Jacksonville Broadcasting Co. From that conversation, Rep. Herlong said in an affidavit admitted in the record that he gained the impression that the commissioner said he was committed to vote for Florida-Georgia. The affidavit stated:

"Commissioner Mack then volunteered the information to me that . . . a person by the name of Mitch Wolfson had talked to him about this particular channel. . . . I am not sure of the exact words the commissioner used, but the sense of it was that he had known Wolfson since they were boys in school together and that he was already committed on this particular channel."

Rep. Herlong said the purpose of the call was to let Mr. Mack know that the congressman knew the principals of Jacksonville Broadcasting and "all things being equal, that might have some bearing on the outcome." He said he was "very careful" not to try to influence Mr. Mack. Under further questioning, Rep. Herlong said he did not know if Mr. Mack used the word "committed" but that it was clear in his mind that the commissioner mentioned Mr. Wolfson's name.

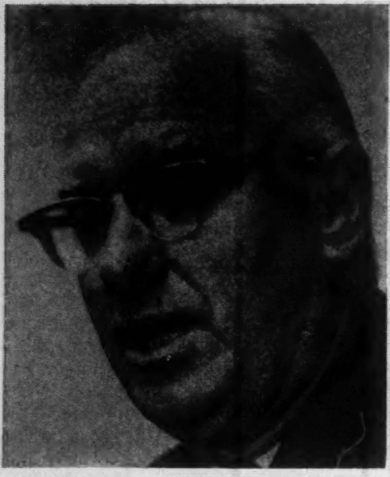
The Other Side ▪ Michell Wolfson, president of Wometco Enterprises which owns 47.5% of WFGA-TV, followed the congressman to the stand and stated that he met Mr. Mack for the first time in 1955 in connection with a Miami civic matter. In a prepared affidavit, Mr. Wolfson stated that he had actually seen Mr. Mack only three or four times since and on each occasion it was at a public hearing or social function when other people were present. "I have not communicated by phone or by mail with Mr. Mack with regard to any matter concerning the comparative hearing in Jacksonville, Fla., or any other comparative hearing," he said.

There have been no direct charges or testimony in the hearing linking Mr. Wolfson or other Florida-Georgia principals with personally contacting any commissioner or having knowledge of such contacts. Mr. Wolfson said a document in the ex-commissioner's file indicating that "Mitch Wolfson" was a political supporter of Mr. Mack's when the latter was running for public office in Florida did not refer to him. Mr. Wolfson denied ever supporting or even knowing Mr. Mack when the former commissioner was running for office.

Mr. Wolfson said he knew nothing of Mr. Mack allegedly being "committed" until he read the statements made in the 1958 hearings by the House Legislative Oversight Subcommittee. He said he had no knowledge of any outside *ex parte* contacts on behalf of Florida-Georgia and that Mr. Mack was not committed "personally" to Mr. Wolfson. The witness said the only outside help sought was concerning the applicant's proposed tower site, with the assistance of Sen. Holland enlisted on this problem with the Navy and not the FCC.

George Hodges, first president of Florida-Georgia, in a prepared affidavit said that at no time did he discuss the case with any member or staffer of the commission or ask anyone else to do so. To the best of his knowledge, he said, no one associated with Florida-Georgia had taken any similar steps. Mr. Hodges denied any knowledge of the activities of Lester Foley and C. C. Spades, who have stated they visited Commissioner Mack but denied any atempt to influence him (BROADCASTING, Oct. 16). Neither Messrs. Foley nor Spades have ownership interests in WFGA-TV.

Mr. Hodges, who sold his 25½% interest in WFGA-TV in 1959 to Wometco, said he did not know that Ran-



Rep. Herlong

dall Chase, a personal friend, had written Commissioner Mack regarding the Florida-Georgia application until it was disclosed by the Oversight Subcommittee. Mr. Chase earlier had testified that he wrote such a letter.

The Monsignor Sheehy ▪ Mr. Hodges stated that he had discussed at a luncheon meeting with Monsignor Maurice Sheehy the failure of negotiations for a merger between Florida-Georgia and Jacksonville Broadcasting. The monsignor had been in the Navy at Jacksonville and later was assigned to Catholic U. in Washington while the ch. 12 case was pending.

The witness said he did not remember receiving a letter from Fathey Sheehy addressed jointly to Mr. Hodges and James Stockton, president of Jacksonville, in which the monsignor offered to mediate merger discussions. In the letter, Monsignor Sheehy said that since "both applicants for the tv channel in Jacksonville have asked my counsel . . . I wish to repeat in writing a suggestion I have made orally. There is no reason why anyone should lose on this deal. The ideal situation would be for the applicants to get together on a 50-50 basis. . . . Accidentally I met a member of the FCC . . . and he indicated that this would be a happy solution. . . . If I can help arbitrate this matter, I would be willing to fly to Jacksonville. . . ."

Sen. Holland's name came up again when commission counsel introduced a memorandum purporting to record the topic of a telephone call from Guy Simmons, Jacksonville city commissioner while the ch. 12 case was pending, to the senator. Subpoenaed from the senator's files, it stated Mr. Simmons asked Sen. Holland to favor Florida-Georgia since the city's application was "out of the way."

The memorandum related that Sen. Holland told the caller that he was a

Mr. Wolfson

longtime friend of both Messrs. Hodges and Stockton and that "he was not going to take any part." Mr. Simmons said that he knew Sen. Holland only casually and that he had no recollection of ever making such a telephone call. Mr. Simmons also was questioned at length about an insurance policy he had written for Florida-Georgia and an insurance "consulting fee" he had received from the tv grantee.

Mr. Foley returned to the witness stand last Monday after an earlier appearance the week before (BROADCASTING, Oct. 16). He denied discussing the ch. 12 case with Commissioner Robert E. Lee and, in fact, said that he had never visited the commissioner's office where the conversation allegedly took place. Mr. Foley said he had discussed the case with Monsignor Sheehy but only relating to the tower height.

AT&T opposes hikes in its teleprinter rates

AT&T and the American Newspaper Publishers Assn. last week bitterly attacked a preliminary FCC decision that would substantially increase news-service costs for leased teleprinter and telephoto services.

The decision, issued in July, would authorize AT&T to increase its annual revenue by $2.5 million and Western Union by $750,000 (BROADCASTING, July 10).

AT&T's major objection was that the preliminary decision would fix rates for particular services almost solely on the basis of costs and "substitutes a slide-rule approach" for experience and judgment.

The AT&T brief said that the rate revision would result in a 19% increase in news-service costs. The ANPA's filing, however, said for six typical newspapers the proposed prices would result in cost boosts ranging from 18% to 154.4%. ANPA said these increases were "unjust and unreasonable and prejudicial to the public interest in the widest dissemination of news.

NAB has not participated in the proceedings in behalf of radio and television stations using leased-wire services for their news departments. However, an NAB official said last week the matter was under consideration.

AT&T noted that while teleprinter news costs would be increased substantially, the teleprinter-telephoto costs for commercial users would be hiked only 2.1% and costs for government users would be dropped 7.8%. The company proposed new rates it said would result in increases of no more than 4% for any user.

Court upholds FCC action on radio relay system

Efforts of a tv station to block construction of a microwave radio relay system bringing tv signals into the station's community came to naught as the result of a U. S. Court of Appeals decision last week affirming FCC grants to the system.

Collier Electric Co. was granted a permit by the FCC in January 1958 to construct the system from Denver to Scottsbluff and Alliance, Neb. In May the company applied for modification of its permit. KSFT (TV) Scottsbluff, asked the FCC to revoke Collier's permit on grounds the company had already proceeded to construct the facility in accordance with the pending but unapproved modification. The FCC found this was unintentional on Collier's part and granted the applications. KSFT sought no judicial review of the FCC action and filed no protest or petition for rehearing. Collier sought a license to cover its permit and it was granted by the Common Carrier Bureau later. KSFT then filed a protest and petition for reconsideration.

The court held that KSFT had not sought judicial review at the proper time and had raised complaints at an advanced licensing stage (at which time the Communications Act "affords a high degree of protection to holders of construction permits").

The court said the FCC had acted within its discretion in considering other KSFT objections and rejecting them. The FCC has assured the court it will consider Collier's status as a common carrier and assure it makes a factual showing it has served the public during its license period. Collier's license is now up for renewal.

The court, consisting of Judges Prettyman, Fahy and Danaher, reached a unanimous decision affirming the FCC's actions.

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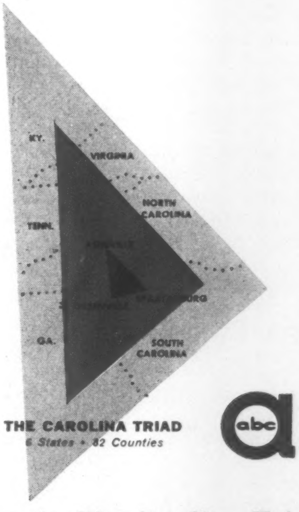
EDITORIALS

First Place
DOCUMENTARIES

First Place
Community Awareness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ASHEVILLE
SPARTANBURG
GREENVILLE
GA.
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THE CAROLINA TRIAD
6 States • 82 Counties

First Place
Local Coverage

Dominant in The Carolina Triad

WLOS-TV

A Wometco Enterprises Inc. Station Serving
GREENVILLE — ASHEVILLE — SPARTANBURG

Represented by Peters, Griffin, Woodward, Inc.
Southeastern Representative: James S. Ayers Co.

It's a wonderful feeling to receive four first place awards out of five categories entered. This happened to WLOS-TV recently when the United Press International Broadcasters Association gave top recognition to outstanding broadcasters in North Carolina. To say that we are proud of this honor would be an understatement. We believe that it is this kind of service to viewers that has made WLOS-TV the dominant station in the vast Carolina Triad.

DEMERITS IN BOSTON CASE ARGUED

Broadcast Bureau: don't disregard them in final decision

A comparative demerit would be "quite meaningless" if the final decision favors the applicant with this mark on its record, the FCC's Broadcast Bureau maintained last week in oral argument on the Boston ch. 5 *ex parte* case. The commission is re-evaluating its April 1957 grant to the *Boston Herald-Traveler* (WHDH-TV) in light of charges that off-the-record approaches had been made to commissioners on behalf of two of the applicants.

Fourteen months ago, the FCC vacated its grant to WHDH-TV and gave that applicant and Massachusetts Bay Telecasters Inc. comparative demerits in any further consideration of the case (BROADCASTING, July 18, 1960). The third remaining ch. 5 applicant, Greater Boston Tv Corp., did not receive a demerit.

In last week's argument, WHDH-TV (WHDH Inc.) and Massachusetts Bay maintained that their respective demerits should not be given any great weight. John Riley, for the Broadcast Bureau, and Greater Boston argued that the *ex parte* background of the two applicants is the prime issue and must disqualify them from receiving the ch. 5 grant.

Mr. Riley said the channel should go to Greater Boston as the only applicant found free of attempts to influence. He said if there is a difference in the *ex parte* representations in this case and those in ch. 10 Miami—where the FCC absolutely disqualified three applicants—it is a difference of degree only. The distinction, he stated, is that in Boston the applicants are disqualified from receiving the ch. 5 grant only while in the Miami case the guilty parties were disqualified from ownership in any broadcast property.

The bureau spokesman and Joseph Maloney, counsel for Greater Boston, repudiated the contention of WHDH Inc. that Greater Boston also is tarred because of past activities in the legal field of its proposed general manager, Michael Henry. Mr. Riley said that Mr. Henry was under no obligation to disclose to the commission that he (Henry) could no longer practice as a lawyer. Mr. Henry voluntarily surrendered his license to practice in Missouri after disbarment proceedings had been started in the 1930's, Mr. Riley stated. Mr. Maloney said the other applicants have attempted to "puff up Mr. Henry out of all proportion."

He said there is very little to choose from among the three applicants along normal criteria with no overriding factor favoring any one applicant.

No Justification ▪ William Dempsey, WHDH-TV counsel, said that any demerit lodged against his client is "negligible" and, even if given all the weight possible, would not justify taking away the "superior service" of WHDH-TV in return for an "inferior, second-rate service." He maintained that there is not a shred of evidence that Robert B. Choate, *Herald-Traveler* publisher and president of WHDH-TV, attempted to influence the FCC in admitted talks with then Chairman George McConnaughey.

He said the conduct of Greater Boston is "far, far worse" than anything charged against WHDH Inc. and should be given proper weight by the commission. If the FCC does not reevaluate the Henry episode, the agency will be acting in direct conflict with an order of the U. S. Court of Appeals, Mr. Dempsey stated. WHDH-TV also renewed its argument that Greater Boston should be dismissed because 2.77% stockholder Richard Maguire, now a White House aide, had disposed of his stock (BROADCASTING, July 24).

Lawrence Sullivan, Massachusetts Bay counsel, argued that the FCC must consider the transgressions of individuals in light of the role they play in their application. He said that Forrester Clark, Massachusetts Bay stockholder, who also contracted Chairman McConnaughey, is not an officer or director of the company and holds no management position. This contrasts, he said, with Mr. Choate who "dominates" WHDH-TV.

Mr. Sullivan asked that the case be decided on conventional criteria, which dictates a grant to Massachusetts Bay. He said that diversification of mass media "just screams from this record" concerning the *Herald-Traveler* which, he charged, has abused its power.

Massachusetts 'Blue Laws' don't cover radio-tv

A proposal to bar Sunday and holiday broadcasting under the elderly blue laws of the Commonwealth of Massachusetts died a quiet death last week.

Just so nobody will lose any sleep, Attorney General Edward J. McCormack Jr., announced Oct. 19 he was preparing a ruling to the effect that Massachusetts had no right to supersede the Communications Act and the federal government by applying the blue laws to broadcasting.

Mr. McCormack issued a statement at the request of Thomas Y. Gorman, CBS-WEEI Boston vice president. Mr. Gorman presided at a joint luncheon of the Massachusetts Broadcasters Assn. and the Broadcasting Executives Club of New England. He is retiring president of the former and vice president of the latter.

Here is Mr. McCormack's statement to Mr. Gorman, "I am preparing a ruling to the effect that radio and tv are so intricately interwoven into the interstate commerce of our nation that in my opinion Congress through the Communications Act has already occupied fully and preempted these fields to the exclusion of individual state regulations. Accordingly it is my opinion that broadcasting activities of radio and tv do not come within the purview of the laws of Massachusetts."

The issue arose Oct. 18 in a request for ruling sent the attorney general by Edmund Dinis, district attorney of the South District, Superior Court, New Bedford. Mr. Dinis asked if the blue laws apply to Sunday and holiday broadcasting.

Max Paglin, general counsel of the FCC, told the luncheon broadcasters must start planning ahead now for the 1962 political campaign. "Don't wait until the first candidate has used your facilities," he warned. "Decide well in advance what your policy will be."

Candidates are using radio-tv more and more with all indications that problems for radio-tv will continue to rise under provisions of Sec. 315 of the Communications Act, Mr. Paglin said. He urged stations to (1) figure out well in advance the availabilities for political programs and spots, (2) go to all the candidates with an explanation of what is available and (3) maintain an overall program balance during the height of campaigning.

He also stressed the importance for carefully handling all political complaints and reporting them, with their disposition to the commission. Much helpful information on Sec. 315 has been sent to each station in the country by the FCC, Mr. Paglin pointed out, in urging that station executives study and know this material.

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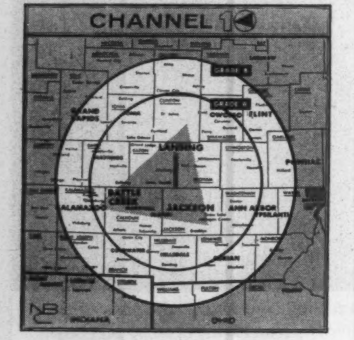

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Proposal on clears draws CCBS' fire

Clear Channel Broadcasting Service and several clear channel stations expressed ire in comments last week on the FCC's proposal to break down such channels (BROADCASTING, Sept. 18).

The FCC Sept. 14 decided on a 5-1 vote to duplicate 13 Class 1-A clears (with 1030 kc added as a 25th Class 1-A) in widely-scattered, specified areas.

CCBS charged the FCC majority with failing to recognize the precise nature of the basic clear-channel problem. The purpose of the FCC move is to provide satisfactory nighttime radio service to unserved or white areas of some 25.7 million population. However CCBS maintains that the best method of doing this is by creating new or improved skywave service (by increasing power) and not by means of groundwaves as the FCC proposes.

The clear channel group agreed with Commissioner Robert E. Lee's dissent that the FCC proposal to duplicate 13 channels will result in their being "so highly limited by interference that it can be expected to render nighttime primary service to but scant populations."

CCBS also scored the commission for not holding a hearing at which modifications could be presented. Such a hearing is required, CCBS said.

CCBS urged the FCC to settle the question of allowing higher power than the currently authorized maximum 50 kw. Allowing clear channel stations 750 kw power would serve the white areas, CCBS maintained.

It further said the FCC had not given rational seasons for selecting 13 channels to be duplicated and leaving the other 12 clear. A minimum of 20 Class 1-A stations operating with power of 750 kw is needed in order to provide four reasonably reliable skywave services to all regions of the U. S., the group claimed.

As a companion to its request for reconsideration, CCBS submitted to the FCC a request for a stay of effectiveness of the clear channel order until Congress has had a chance to legislate in the field. Rep. Oren Harris (D-Ark.), House Commerce Committee chairman, had requested the FCC to defer judgment on the question until the committee could consider it. Such a request should certainly be honored, CCBS held.

WHAM Rochester, N. Y., WGN Chicago and WJR Detroit, all CCBS members facing duplication, petitioned the FCC to set aside its order or at least to hold an evidentiary hearing to give the stations a chance to present their cases.

Westinghouse Broadcasting Co. requested that the FCC decide now whether the use of higher power will be a necessary element in settling the clear channel problem. It pointed out that "interim solutions' have a way of becoming "final solutions." It suggested the FCC give higher power to existing clears, then decide whether duplication is necessary and where it should be done to make most efficacious use of the am spectrum.

Other broadcasters asked reconsideration of the order in general with emphasis on the frequency they occupy. An applicant for a 500 w station at Tracy, Calif., asked for a cut-off date of Feb. 28, 1962 for clear channel applicants because other applications are practically frozen in the interim. An applicant for an am in Livonia, Mich., asked reconsideration of the portion of the order concerning processing restrictions on applications designated for hearing with the record closed as of Sept. 13, 1961, and that the FCC consider such applications on a case-by-case basis.

Deadline for comments is today (Oct. 23).

Tripp fined $500 for payola

Former WMGM New York disc jockey Peter C. Tripp, convicted of taking payola, was fined $500 in New York's Special Sessions Court last week and in addition was given six-month suspended jail sentences on each of 35 counts of commercial bribery.

He was the first disc jockey to be tried, convicted and sentenced as a result of District Attorney Frank S. Hogan's 1960 investigation into payola.

Four other disc jockeys and three former station employes, all of New York stations, also are accused of accepting under-the-table payments from various record companies. One of them, Alan Freed, formerly of WINS New York and WABC New York, is scheduled to go on trial today (Oct. 23).

Paar loses libel suit

The New York Supreme Court last week upheld a verdict awarding band leader Pupi Campo $15,000 in his libel-slander suit against Jack Paar. In his suit filed in 1955, Mr. Campo complained that Mr. Paar, then appearing on a CBS-TV morning program, had publicly stated that the musician lacked talent and was "musically unfit" to perform on a live broadcast.

Judge Samuel M. Gold, however, granted a motion by the *New York Post,* also a defendant in the suit, to set aside a verdict against it for having printed Mr. Paar's comments on Mr. Campo.

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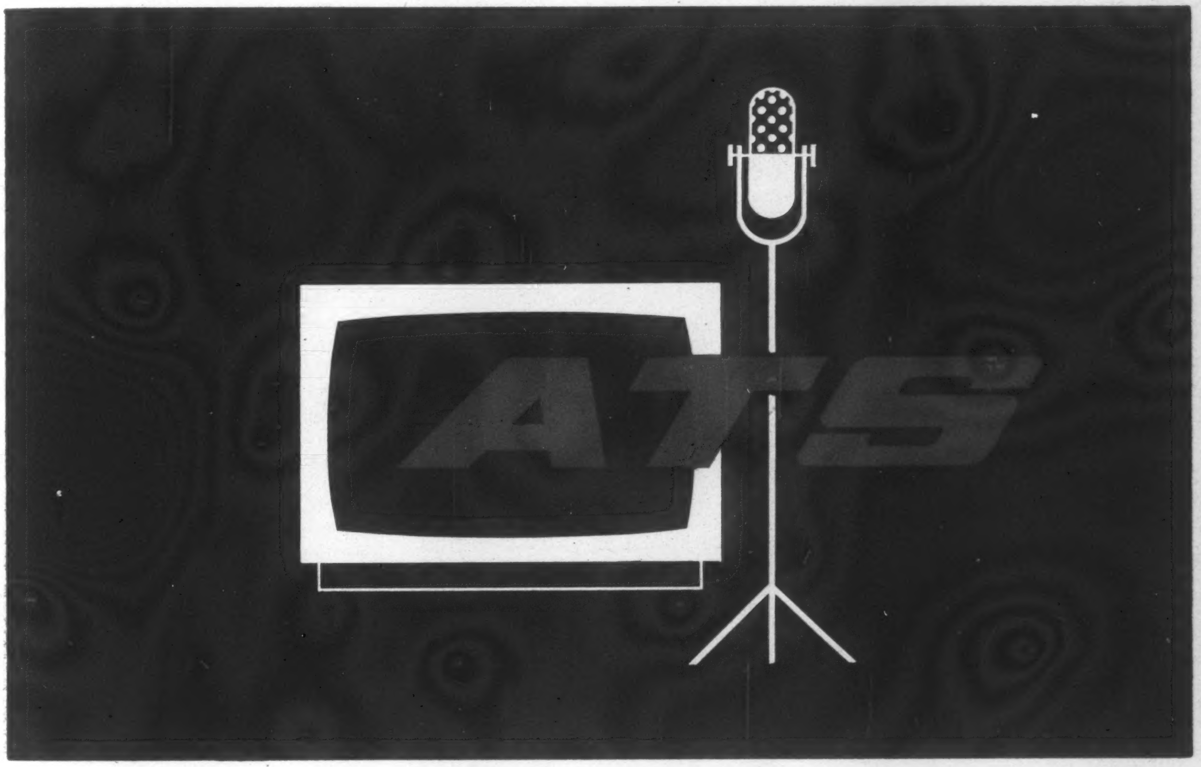

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Kefauver wants hearings on Westinghouse, GE renewals

Sen. Estes Kefauver (D-Tenn.), who has squared off against many General Electric and Westinghouse officials in hearings of his Senate Antitrust Subcommittee, has urged the FCC not to renew the radio and television licenses of those companies without holding public hearings first.

In a statement inserted in the *Congressional Record* that appeared last week, Sen. Kefauver said he made his request in a telegram to FCC Chairman Newton N. Minow on Sept. 20. He indicated the commission has made no promises, but added that he has "since been advised" that the commission will act—either grant the renewals or call for hearings—"before the middle of November."

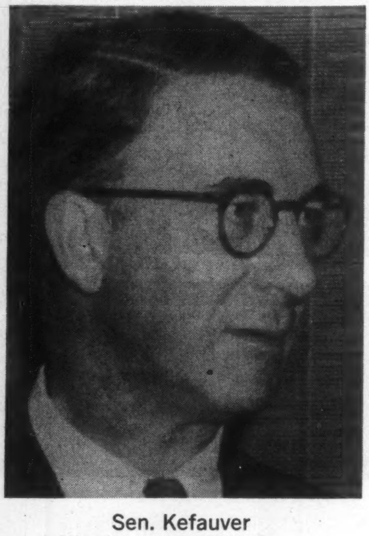
Sen. Kefauver's statement plowed ground that had already been furrowed by Sen. Gale McGee (D-Wyo.) in a Senate speech last month (AT DEADLINE, Sept. 25)

The Democrat from Tennessee maintained that his colleague had raised two "fundamental questions of public policy."

- Whether large companies (like Westinghouse and GE) doing a considerable amount of business with the government should be licensed to operate radio and television stations.
- Whether the two giant electrical companies are entitled to retain their licenses in view of their conviction—and the conviction of many of their officers—on antitrust charges. Sen. Kefauver noted, in this connection, that hearings of his subcommittee had demonstrated that GE and Westinghouse had previously been "flagrantly disregarding the antitrust laws and getting away with it."

Will Fail Trust ▪ He said the commission "will be failing in its public trust if it renews" the GE and Westinghouse licenses without public hearings. "The public," he said, "has a right to know whether the same corporate attitude which led Westinghouse and GE to flout the antitrust laws carries over into their operation of radio and television stations—channels of communications that are themselves a public trust."

He said the FCC should also inquire into the "objectivity" of the GE and Westinghouse outlets "in molding public opinion." This is particularly important in view of the parent concerns' heavy dependence on government business, he said.



Sen. Kefauver
Wants renewal hearings

Sen. Kefauver isn't interested in the customary information about news coverage GE and Westinghouse submitted to the FCC in support of their license-renewal applications. He said he wants the commission to "scrutinize" the manner in which GE and Westinghouse stations handled "unfriendly news."

And there has been a good deal of this type of news he said—the antitrust convictions and the "mass of damage suits" that resulted from them, his subcommittee's investigations of the giant electrical firms, and congressional charges that the two firms discriminated against rural electric cooperatives in the delivery of scarce equipment.

He is also interested in whether the radio and television stations were used by GE and Westinghouse in a 1959 controversy involving the purchase by the Tennessee Valley Authority of a 500,000-kw generator. He said that after the contract went to a British firm, which had submitted a bid of $12 million—about $5 million less than the nearly identical Westinghouse and GE bids—those two companies waged a campaign "to pressure the government into awarding one of them the contract."

Only the FCC, Sen. Kefauver said, "is equipped . . . to judge" whether GE and Westinghouse stations are handling news objectively. And he added, its investigation can be conducted satisfactorily only through public hearings.

The Commission's Broadcast Bureau reportedly has recommended that the license renewals be granted, while the General Counsel's office is said to favor hearings.

LEE'S CHANGING TUNE

Uhf test's purpose changes after appropriation okayed

Rep. Vernon W. Thomson (R-Wis.) and FCC Commissioner Robert E. Lee are engaged in a running dispute—conducted through letters to House Commerce Committee Chairman Oren Harris (D-Ark.)—over the purpose of the commission's uhf tests in New York. At issue are the commission's controversial proposal to delete vhf channels from eight markets and the congressman's resolution (H Res 450) to delay these deintermixture plans until the New York tests are completed in 1963.

Commissioner Lee touched off the dispute (BROADCASTING, Oct. 9) with a letter to Rep. Harris, asserting there would be no point in such a delay. He said the tests are designed to show how uhf works in a major metropolis and are not needed to help assess uhf's value in less heavily congested areas.

In introducing his resolution (H Res 450), Rep Thomson declared that Congress last year appropriated $2 million for the tests after hearing commission arguments that they were necessary for a conclusive determination as to uhf's possible future role in U. S. television allocations (BROADCASTING, Sept. 4). And last week, in a letter responding to Commissioner Lee's remarks, he told Rep. Harris that "it comes as a surprise to find Commissioner Lee . . . seeking to modify the commission's as well as his own expressed positions" in requesting the appropriation.

The appropriations subcommittee record, he said, shows that "the asserted need" for the New York tests "was the general exploration into the uhf and its utility as a replacement service for tv allocations."

Rep. Thomson said the commission members agreed that the tests would have a bearing on the nationwide future of uhf, and quoted several of Commissioner Lee's comments in an effort to indicate that he did not dissent.

What Lee Said ▪ He said that in discussing the need for the New York tests, Commissioner Lee told the subcommittee "'. . . with respect to the

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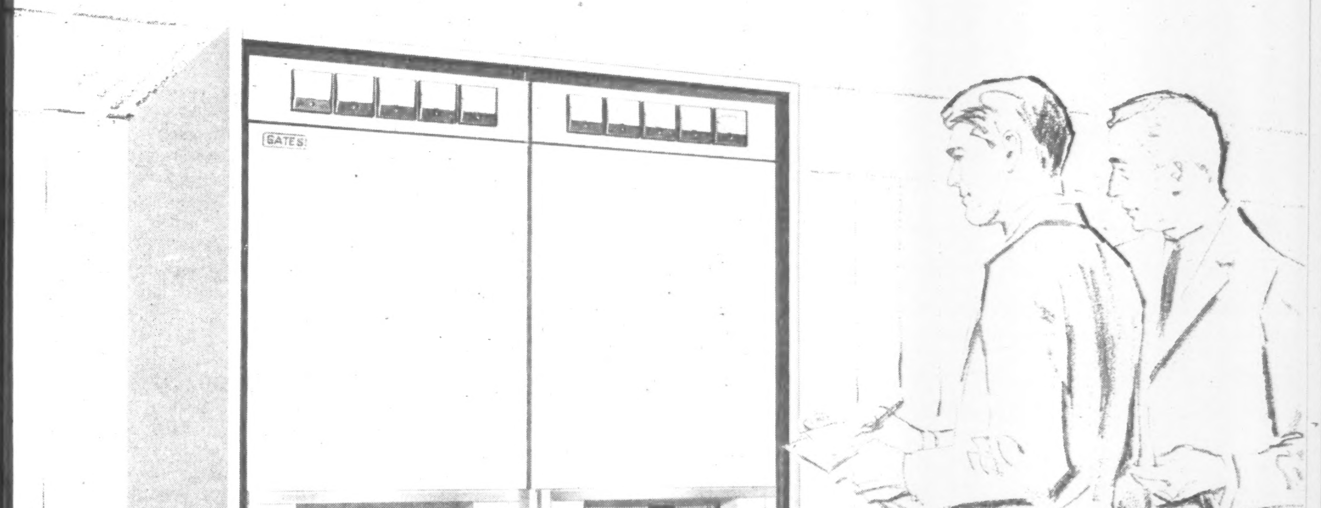

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seven commissioners here you will find strong differences of opinion as to the relative merits of u and v, but you will find unanimity with respect to the fact that we should perhaps find out more about this.'

"He went on to state that 'the degree of disparity with respect to coverage is subject to some debate, but there is no question about the fact that it has improved. We propose to settle this problem by putting a station in New York City.' "

Rep. Thomson also said that Commissioner Lee and "another commissioner" insisted it was necessary to conduct the tests in New York rather than some smaller city because " 'if [uhf] works in New York City, the chances are it will work any place else in the country.' "

"Clearly," Rep. Thomson added, "this statement likewise refers to the question of the basic adequacy of the uhf rather than to the limited aim of exploring its effectiveness only in a huge metropolis. The latter aspect would have a limited utility and would scarcely have warranted such a major congressional appropriation." Rep. Thomson's constituents would be affected by the proposed deletion of ch. 3 in Madison (WISC-TV).

Program forms, pay tv not in Alford probe

The House Small Business Subcommittee headed by Rep. Dale Alford (D-Ark.) is preparing a more compact version of its television-advertising probe than was originally reported, it was learned last week.

A subcommittee aide said that neither the FCC's proposed program forms nor pay television—two of the most controversial items reported under consideration by the subcommittee—would be included in the Nov. 6 and 7 hearing.

The hearing will deal only with the question of the opportunities given small firms to buy prime time on tv.

Rep. Alford had been quoted as saying that the program forms would be on the agenda (BROADCASTING, Aug 14). Rep. William Avery (R-Kan.), a subcommtitee member, had asked him to add this item to give broadcasters a Capitol Hill forum in which to express their views on the proposed form changes. However, the aide said, Rep. Alford, who is now in Little Rock, has denied giving any assurance on the matter.

Pay tv, which Rep. Alford had announced would be on the agenda (BROADCASTING, Aug. 14), is being dropped "because we have no time for a controversy of that nature," according to the aide. He also said there is a question as to whether the subcommittee has jurisdiction in that area.

Illinois legislature opposes vhf deletions

Protests, both official and civilian, were recorded at the FCC last week from states in which tv markets are to have sole vhf channels deleted.

Both houses of the Illinois legislature last week resolved to ask the U.S. Congress to pass a law forbidding the FCC to delete any vhf channels in that state. The resolution held deintermixture is not in the public interest and would deprive many Illinois citizens of service, "especially in rural areas and small communities." The FCC has proposed the deletion of ch. 3 WCIA (TV) Champaign-Urbana, Ill.

The Illinois House Thursday refused to consider a resolution asking Congress to prohibit newspaper ownership of radio or tv stations. The vote was 92-12. The resolution stated: "Ownership or control of a radio or television station by a newspaper tends to restrict news coverage and makes possible the control and coloring of subjects reported."

A resolution similar to the Illinois pleading against deintermixture was passed unanimously last month by the Alabama legislature. Ch. 12 WSFA-TV Montgomery, Ala., is another station the FCC has marked for a shift to the higher band.

City councils and boards of selectmen from towns adjoining cities to be deintermixed, including Hartford, Conn., Binghamton, N.Y., and Columbia, S.C., have petitioned the FCC to leave the channels vhf. Characteristic of the petitions is one from the Manchester (Conn.) Grange, protesting the proposed deletion of ch. 3 (WTIC-TV Hartford), "as this would remove our only television station which can be viewed without damage to our eyes and health."

Bureau opposes WGMA's move to enlarge issues

The FCC Broadcast Bureau last week recommended that the commission not enlarge issues in the renewal hearing of WGMA Hollywood, Fla., as requested by the station. The hearing is set for Nov. 18 on the character qualifications of Daniel Enright to be a licensee because of his alleged participation in tv quiz fixes.

The bureau said it does not object to evidence exploring the character and standing of Mr. Enright in his community but that evidence can be presented under the issues as now framed. It argued that since programming was not an issue, it would be pointless to introduce such evidence.

Whether the city would lose its only station if WGMA's license is not renewed is not a legitimate issue, according to the bureau, because there is no reason to believe other applicants would not seek a station there.

The bureau opposed adding an issue to determine how widespread deceptive practices were in the industry at the time Mr. Enright produced quiz shows. It said the cases cited by WGMA (illegal gambling and liquor sales) were not applicable in the WGMA case because those practices, though illegal, were found to be condoned by state and local officials with the approval of the community. Mr. Enright's alleged misdemeanors were on a national scale and not known to the public, the bureau said.

Hollywood mission on Murrow's agenda

U. S. Information Agency director Edward R. Murrow is planning a Hollywood trip early in November to discuss the agency's needs and problems with producers, directors and writers of movie and television films.

USIA officials reject any implication that Mr. Murrow will try to suggest that Hollywood exercise caution in the type of films it exports.

But they express the belief that once the film makers have a full understanding of the agency's problems overseas, "they won't export films that hurt our image."

Mr. Murrow, who is known to be concerned about some tv and movie films sold abroad, touched on this point, but only briefly, in the White House meeting he had with chairmen of NBC, CBS and ABC two weeks ago (BROADCASTING, Oct. 9).

He is said to feel that producers do not realize that some films made with a domestic audience in mind "distort" the American "image" when seen in foreign countries.

One source said *Harvest of Shame* "is still on his mind." This is the CBS-TV documentary about migrant farm laborers that Mr. Murrow, on his first day in office, tried to keep off the BBC (BROADCASTING, March 27). He not only failed but was roundly criticized for his attempt. He later agreed he had made a mistake, though he still felt foreign audiences lacked the background to view the documentary in the proper perspective.

Sources close to him say that in discussing matters of mutual concern with the film makers, Mr. Murrow will be as discreet and diplomatic as possible. There will be no do's or don'ts or pointed suggestions, they add.

While on the West Coast, Mr. Murrow may also seek to enlist the personal cooperation of television and movie stars. He is reported to be con-

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sidering a plan to dispatch entertainment-world personalities on good-will tours abroad.

Plans for the trip have not been made firm. But the Motion Picture Academy of Arts and Sciences is said to be preparing a dinner in his honor. Turner Shelton, the agency's director of motion picture services, will accompany Mr. Murrow.

WINS renewal comes —too late for sale

Just a week after the proposed $10 million sale of WINS New York was called off because its license had not been renewed by the FCC (BROADCASTING, Oct. 16), the station's authority to operate was renewed.

The WINS license had been held up since June 1960 because of allegations that station employes accepted payola and that the licensee, Gotham Broadcasting Corp., knew of these payments and shared in them (BROADCASTING, July 10). The vote on the WINS renewal was 4-2. Chairman Newton N. Minow and Commissioner Robert T. Bartley dissented, the former with a strongly-worded statement. Favoring renewal were Commissioners Rosel Hyde, T. A. M. Craven, Robert E. Lee and John S. Cross. Commissioner Frederick W. Ford did not participate.

An application, pending for over a year and extended on two occasions for the purchase of WINS by Storer Broadcasting Co., was dismissed less than two weeks ago. Storer, instead, contracted to buy WMGM New York for $11 million. WINS is owned by J. Elroy McCaw.

The commission discussed giving WINS a short term renewal (licenses normally run three years). This course was rejected, however, since the station's new license, retroactive to June 1960, expires June 1, 1963 (within 20 months), and because the issues in the WINS case were dissimilar to those instances in which short term licenses have been granted (primarily on programming deficiencies or technical violations).

The commission conducted an intensive investigation of WINS running more than a year. Last summer the FCC instructed its staff to prepare an order designating the station's renewal application for hearing (BROADCASTING, July 3). A week later this action was sidelined when the FCC sent WINS a pre-hearing inquiry.

Substantial Questions ▪ Chairman Minow, in his dissent, said he could not agree that renewal of WINS would be in the public interest. "There remain substantial questions whether the licensee has been wholly candid and whether, for purposes of its own, it willfully or recklessly tolerated the taking of payola by several of its key employes," he said.

In addition to WINS, Mr. McCaw owns KTVR (TV) Denver, KTVW (TV) Seattle-Tacoma and 50% of KELA Centralia, Wash.

Senate, too, plans hearing on clears

Hearings in the Senate as well as the House now are promised on the FCC's decision to break down 13 of the remaining 25 clear-channel stations.

Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, said his committee will hold hearings on a bill (S 2290) that would, in effect, reverse the commission action.

Hearings on similar House bills have already been promised by House Commerce Committee Chairman Oren Harris (D-Ark.) (BROADCASTING, Sept. 18).

All of the measures, which would prohibit the FCC from licensing more than one station to operate at night on any of the 25 Class I-A clear-channel frequencies, were introduced before the commission's final decision in the case (BROADCASTING, Sept. 18).

Some approval for FCC's deintermixture plans

Wilton E. Hall, licensee of ch. 40, WAIM-TV Anderson, S. C., has praised the FCC's proposal to delete ch. 10 from Columbia, S. C., making that market all-uhf, and asked that ch. 10 be assigned to Anderson in lieu of ch. 40.

Mr. Hall said the deintermixture of Columbia was desirable because uhf stations there cannot compete with ch. 10, WIS-TV, the only vhf station. He said his station was a pioneer uhf struggling in a market of vhfs and said putting ch. 10 in Anderson would deintermix both Columbia (which would be all-uhf) and the Spartanburg-Greenville-Anderson market (which would be all vhf). He said the channel would have to be added at less than the minimum spacing requirements now specified but that more people would gain service than would lose it.

Mr. Hall said he had equipment available to make the switch in facilities on two weeks' notice.

Assn. of Maximum Service Telecasters opposed Mr. Hall's suggestion because it would result in a co-channel separation of only 126 miles from WBIR-TV Knoxville, Tenn.—64 miles less than the minimum prescribed by FCC rules.

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That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., July, 1961.

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LOUISVILLE
THE KATZ AGENCY, National Representatives

Cosmography Brought Down to Earth

We live, we have it on reliable authority[1], on one planet of one star of some two billion in our (that's the editorial our) galaxy. These stars are billions of miles from each other. There are some billion similar galaxies which are quadrillions of miles apart. Between is space, probably empty.

Our earth is about 1/2,000,000,000,000,000,000 of the works.

That seems to be a suitably self-effacing framework for our next observation.

Only one station in television markets of three stations or more, U.S.A., Planet Earth, Our Star, Our Galaxy, surveyed by an equally reliable authority[2], had more than 50% of BOTH total homes and metro share. That station was WMT-TV, Cedar Rapids-Waterloo, CBS Television for Eastern Iowa, represented by The Katz Agency, Inc., affiliated with WMT Radio, K-WMT, Fort Dodge; WEBC, Duluth. How do you express that as a fraction of 1/2,000,000,000,000,000,000?

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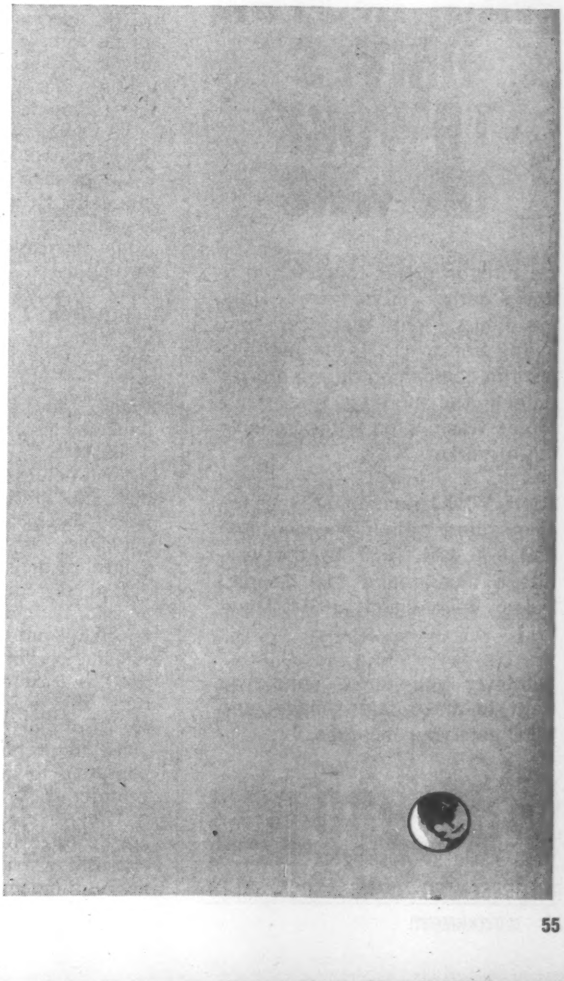
[1] Hubble Atlas of Galaxies.

[2] ARB, June '61.



IN THE MORNING

WASHINGTON DRIVES TO WORK ON WRC

Washington drives to work and it drives **early** . . . staggered working hours, long distances and (gulp!) traffic. WRC is the capital's favorite companion during drowsy time in the morning. And, don't forget, Washington is the nation's tenth market.

Facts: WRC lands in first place for every quarter hour between 7:00 and 8:30 A.M. (7:30, by the way, hits a nice, round 8.0.) Source: Pulse, July-August, 1961 (Mon.-Fri.)

Whatever you make—and you want to make sales—make sure WRC gets your message.

WRC-980
NBC Radio in Washington
REPRESENTED BY NBC SPOT SALES

Rep. Celler against satellite plan

Rep. Emanuel Celler (D-N. Y.), chairman of the House Judiciary Committee, lost little time last week in criticizing recommendations of the FCC-created Ad Hoc Carrier Committee for the development of a privately-owned communications satellite system (AT DEADLINE, Oct. 16).

He said the committee's proposals "create the risk—indeed, the probability—of ultimate domination of the projected system by AT&T." He recommended that the plan be scrapped and that ownership of the proposed system be opened to domestic carriers and equipment manufacturers—and, possibly, the public as well.

Rep. Celler expressed his views in a letter to FCC Chairman Newton N. Minow. He has long opposed the commission's approach to the problem of ownership and operation of a communications satellite system. Two months ago he joined 34 other members of Congress who requested that President Kennedy defer a decision on ownership and operation until the system is fully operational (AT DEADLINE, Aug. 28).

The Ad Hoc Committee, composed of 10 international common carriers, sought to ease congressional fears that private ownership would lead to monopoly control. It proposed control of the communications satellites by a nonprofit company owned and operated by the international carriers.

Under their plan, carriers contributing more than $500,000 would elect two directors each, while one director would be named to represent all nonowning users. The President would appoint directors to represent the public.

But Rep. Celler sees no comfort in this plan. He said AT&T would provide 80% of the use of the system and 80% of the capital. Therefore, he added, "the proposed distribution of directorships cannot prevent AT&T dominance."

Such dominance, he said, would conflict with President Kennedy's July 24 policy statement setting forth the broad guidelines for private ownership and control of the system.

If these requirements are to be met, he said, the committee's plan should be rejected, "and the base of the proposed satellite corporation should be broadened at least to include domestic carriers and equipment manufacturers." He also said consideration should be given to proposals that the public be permitted to invest "in this great new venture."

The Ad Hoc Committee's proposals are expected to come in for additional criticism when the Senate Small Business Antimonopoly Subcommittee holds hearings on them Nov. 8 and 9. Like Rep. Celler, Sen. Russell B. Long (D-La.), subcommittee chairman, feels that stringent safeguards are needed to prevent AT&T from dominating any private system in which it participates.

Gannett says repetitious pleadings delaying sale

The Gannett Co. has told the FCC that Beachview Broadcasting Co. is seeking to delay consummation of Gannett's $4.5 million purchase of ch. 10 WAVY-TV Norfolk-Portsmouth-Newport News, Va., through "a series of repetitious pleadings."

Gannett, with multiple newspaper and radio-tv interests, was replying to a Beachview petition asking the commission to institute license revocation proceedings against WAVY-TV and to hold up approval of the sale (BROADCASTING, Oct. 9). Beachview lost out following a comparative hearing for ch. 10 to Tidewater Teleradio Inc., licensee of WAVY-TV, in 1956.

Beachview's petition for revocation of WAVY-TV adds nothing of substance except affidavits of "disgruntled former employes" of the station, Gannett said. The real issue is whether the prospective buyer is qualified to operate the ch. 10 facility, Gannett maintained.

Tidewater's reply to Beachview has not been filed as yet and the licensee has asked for more time to answer.

WTTV (TV) seeks switch to Indianapolis as 4th v

Pioneer ch. 4, WTTV (TV) Bloomington, Ind., asked the FCC to shift its channel and license to Indianapolis as that city's fourth vhf station. It said the Bloomington area is economically unable to support a vhf tv station.

The station, which went on the air in November 1948, has had an operating deficit of $1.176 million over the past four years, it said. WTTV said the financial situation was made worse by allocations in Indiana and Kentucky.

If permitted to shift, WTTV would provide more competitive tv as Indianapolis' only independent station, it said, planning to move its transmitter as near as possible to the Indianapolis antenna farm to comply with FCC spacing rules.

Sarkes Tarzian is licensee of WTTV.

Scrambled transmissions okayed in N.Y. uhf test

The FCC has granted, subject to "certain conditions," a request by the municipal government of New York City, allowing the city to test scrambled transmissions over the commission's

New York uhf experimental station.

The scrambling tests will include police line-up and medical school instruction—not intended for public viewing—at times when the FCC is not using WUHF (TV) for measurements and observation. Aural transmissions will be sent by multiplexing over the city's WNYC-FM, accompanied by announcements to home viewers that the visual portion is encoded and that nothing is wrong with their receivers.

Commissioners T. A. M. Craven and John S. Cross dissented from the grant; Commissioner Frederick W. Ford was absent.

Tv applications returned as against FCC rules

Applications for three tv channels by three different parties were returned by the FCC last week as being "patently" against commission rules. They included a vhf in Albuquerque seeking a lower channel allocated to Santa Fe, both New Mexico, and vhf interests in Boston and Syracuse, N. Y., seeking uhf's not assigned to those cities.

In dismissing the application of KOAT-TV (ch. 7) Albuquerque for modification of license to specify ch. 2, the FCC stated: "Your application is motivated by purely economic considerations. . . . You make no allegation that grant of a new station to operate on ch. 2 Santa Fe would impair your ability to operate in the public interest."

Also, the FCC said, to give KOAT-TV authority to operate on ch. 2 would prejudge a petition for rulemaking to assign the channel to Albuquerque.

WHDH-TV (ch. 5) Boston had requested simultaneous operation on ch. 26 and WAGE Inc., applicant for ch. 9 Syracuse, had requested ch. 30 also, contingent on a vhf grant. Acceptance of these applications would be premature in light of rulemaking which would abolish the present uhf allocations and permit the type of dual operation herein requested (BROADCASTING, July 31), the commission said.

FCC asked to cancel license

The Broadcast Bureau last week asked the FCC to terminate the hearing it has set for WREA East Palatka, Fla., and to cancel its license. The station has never responded to FCC questions nor has it informed the commission it published or broadcast notices of the hearing as required by FCC rules. Broadcasting such notice would be out of the question because WREA's broadcast equipment has been dismantled and repossessed. The station has not received FCC authorization to remain silent and has taken no steps to resume broadcasting, the bureau charged.

WREA is owned by Peter, Anthony and Concetta Corado.

CBS says contract not part of inquiry

CBS last week asked the FCC to strike certain portions of comments in response to the commission's option-time inquiry which dealt with CBS' sliding-scale plan for station compensation (BROADCASTING, Oct. 9). The network said its private contractual agreements with affiliates does not fall within the scope of the commission's present inquiry.

CBS asked certain comments from KTTV TV) Los Angeles, Station Representatives Assn., Ziv-UA, NBC affiliates and Westinghouse Broadcasting Co. be stricken. If the FCC should decide not to strike these comments, it should permit reply comments and move back by a month the Nov. 3 date for oral argument; the problems are too complicated to be presented in oral argument, CBS claimed.

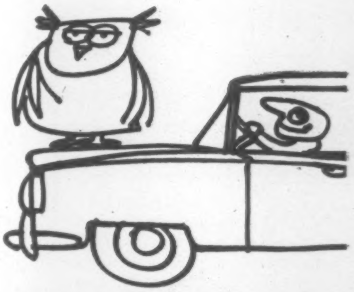
KTTV, which argued that option time should be eliminated as anti-competitive, made suggestions which would achieve the same result, CBS charged. The station's proposal is too far-reaching in asking the FCC for a rule to preclude any exclusive contract arrangement between a station and a network which would prevent or hinder a station from, or penalize it for, broadcasting programs of another network or program source, CBS said. In addition to being anti-competitive, it requires separate rulemaking and should not be considered in the option time docket, CBS stated.

For similar reasons the network opposed Ziv-UA's request that the FCC prohibit a station from accepting more than 2½ hours of programming per segment from any network.

SRA is out of order in asking the FCC for the first time to regulate compensation agreements between networks and affiliates that were found to be "reasonable and proper" by the FCC Network Study Staff, CBS said. It further objected to SRA's plan that networks must make the same financial arrangements with stations that the stations make with other program sources. This would be unfair and force the network to lower prices to the most common level of any syndication producer, CBS said.

The network's objection to NBC affiliates' comments was its proposal that if the FCC prohibits option time it should address itself to CBS' station compensation plan (under which a station is paid more for carrying a higher percentage of network programs). If the FCC is going to regulate network contracts, it should investigate the financial arrangements of *all* networks, CBS maintained.

IN THE EVENING



WASHINGTON DRIVES HOME ON WRC

The latest Pulse report (July-August, 1961) (Mon.-Fri.) puts WRC in first place (or tied for first) in every quarter hour between 5:00 and 6:45 P.M. This means that during evening driving time we reach more listeners than another station.

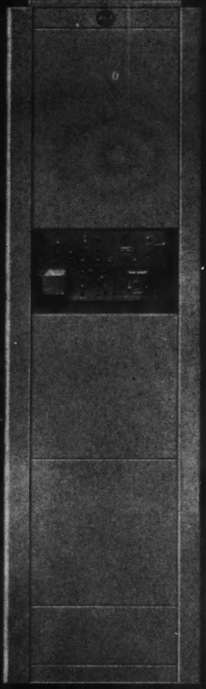
Not surprising! WRC's brand of unbeatable new coverage, music and weather attracts the kind of people that make the nation's tenth market so responsive. And it attracts **more of them** at the key driving hours.

In the evening, make Washingtonians aware of your brand.

WRC-980
NBC Radio in Washington
REPRESENTED BY NBC SPOT SALES

FOR YOUR TRANSMITTER PLANT...

20-KW FM Transmitter
Type BTF-20D



FM Stereo Generator
Type BTS-1

Now...:"One Stop" Shopping

...for your complete FM

Here's the Complete Package:

FM TRANSMITTERS FOR STEREO

A complete range of transmitter power is available —1, 5, 10, 20, 25 and 50 kw. Each is designed to accommodate the new stereo signals and an RCA multiplex subchannel. All these FM Transmitters are built to the same high performance and dependability standards which characterize all RCA transmitters.

STEREO GENERATOR—TYPE BTS-1

Heart of the new stereo system is this double sideband generator. Fully transistorized, the BTS-1 provides full fidelity frequency response over the entire audio range. The generator produces a double-sideband, suppressed-carrier AM signal for transmission of one of the stereo channels.

TURNTABLE EQUIPMENT FOR STEREO

The standard RCA Turntables, such as the 16-inch BQ-2 or the 12-inch BQ-51 are recommended for stereo operation. Use them for excellence of performance with the new RCA stereo pickup cartridge, lightweight tone arm and dual preamplifiers.

STEREO CONTROL CENTER
NEW BC-7 DUAL CHANNEL CONSOLETTE

Provides complete stereo (or monophonic) mixing, switching, monitoring, and cue/talk-back. All-transistor design—with plug-in amplifiers for ease of servicing; assures long-life even under continuous service. Dual controls may be "ganged" for stereo operation.

NEW RT-21 TAPE RECORDER FOR STEREO TAPE

High fidelity performance combined with operator-oriented controls make this the most flexible stereophonic recorder available. Features include: Easy speed change, interlocked record operation, ease of threading, and variable speed cue. Has two module amplifiers for stereo recording and reproduction.

FOR YOUR STUDIOS...
Dual Channel Consolette for Stereo Systems BC-7
Stereo Tape Recorder RT-21
RCA Turntable Systems for Stereo

Stereo Package...from RCA

RCA offers a complete line of FM Stereo Broadcasting Equipment, making it easy to meet all your needs from one reliable source. For your studio there are turntables with stereo pickups and dual preamps, stereo tape recorders, dual channel consolettes; for your transmitting plant there are stereo generators, a full choice of FM transmitters and antennas. This is a complete package of "matched" equipments—all designed to work together in a stereo system, and all built to the same high quality RCA standards.

Stations already equipped with a post-war model RCA FM Transmitter can begin stereo programming at once—merely by adding the stereo generator—plus the necessary audio equipment. Designed by forward thinking RCA engineers this stereo generator was the only equipment available when FM stereo broadcasting was authorized. The RCA stereo generator is FCC type approved and is now "on the air" at a number of FM stations.

RCA Stereo Equipment has been engineered to provide many years of dependable operation while producing the highest quality FM signals. And, you get unparalleled RCA service both before and after the sale. For additional information about the complete line, call your RCA Broadcast Representative. Or write to RCA, Dept. AD-22, Building 15-5, Camden, N.J.

RCA® The Most Trusted Name in Broadcasting

The resurgence of television game shows

DAY AND NIGHT VERSIONS PLANNED FOR NEW ABC ENTRY

Game shows, which were almost annihilated after the quiz scandals two years ago, took another long step on the comeback trail last week when ABC-TV revealed that *Yours For a Song,* a new game program, will be shown in a daily daytime version starting in December and as a prime-time weekly entry beginning in January 1962.

Format for the program, which will be emceed by Bert Parks, calls for competing contestants to supply missing words to song lyrics. The daytime version of the show, will be shown Mon.-Fri., 11:30 a.m. to noon. The nighttime show (Sat. 7:30-8 p.m.), will replace the first half of the hour-long *Roaring 20's,* which is leaving ABC-TV after a little more than a season's tenure on the network. Possibly because of its weak ratings record, ABC-TV had been thinking of moving or cancelling the program since the end of last season (for ratings of the first new show of the season, see story this page). *Room For One More,* a filmed situation comedy, is scheduled to take over the second half of the time slot (8-8:30 p.m.).

All three networks currently are scheduling a full complement of game shows (BROADCASTING, July 24), with strong indications that more of this type programming will be shown in the 1962-63 season. MGM-TV and Four Star Television, among other tv series producers, recently indicated that they were developing game shows programs for next season.

MGA members vote to return to AFM

The Musicians Guild of America, in a mail referendum, has endorsed its board's decision to accept an agreement with the American Federation of Musicians to dissolve the guild and unify all professional musicians once more in a single union.

The agreement provides for AFM to renegotiate its phonograph record agreements to allocate 50% of royalties now going to the Music Performance Trust Funds to the individual musicians; negotiate re-use and residual payments for musicians wherever possible; give musicians in recording, motion picture and tv the right to ratify agreements negotiated by AFM in these fields; provide for an advisory committee elected by recording musicians to participate in all stages of contract negotiations by AFM and the employers; restore to full membership in AFM and its Hollywood Local 47 all musicians suspended or expelled for guild activity and return all fines or new initiation fees levied because of guild activities.

The MGA membership vote was 354 for dissolution, 28 against and three void ballots among 385 ballots returned of 503 mailed to eligible voters. Legal steps to receive state and federal approval of the dissolution of MGA should be completed by the end of the year, it was said.

Ratings for last of season premieres

The current tv season is now fully underway. New shows of the season for three established prime-time program series had their ratings and shares ticked off by Arbitron overnight ratings. From now on in, the fevered fears or high hopes of advertisers, agencies and film producers, not to mention the highly-competitive networks are at the "mercy" of the public.

The three: *77 Sunset Strip* on ABC-TV, Oct. 13 (Friday), 9-10 p.m., was No. 2 in the first half hour (15.7 rating and 23.4 share) against *Route 66* on CBS-TV and *Detectives* on NBC-TV, but No. 1 in the second half hour (23.4 rating, 42.4 share) against *Father of the Bride* on CBS-TV and *Telephone Hour* on NBC-TV.

Roaring 20's on ABC-TV Oct. 14 (Saturday) 7:30-8:30 p.m., which with a 10.9 rating, 21.1 share, was No. 3 in the first half of its time period, and again in the second half (11.9 and 22.2). Competition is made up of CBS-TV's *Perry Mason* and NBC-TV's *Wells Fargo. Roaring 20's* is going off the air after the first 13-week cycle (see story this page).

Jack Benny Show on CBS-TV Oct. 15 (Sunday), 9:30-10 p.m., which with an 18.1 rating, 28.6 share was No. 2 in the period against NBC-TV's *Bonanza* and ABC-TV's *Bus Stop.*

New Fedderson unit

The establishment of Don Fedderson Commercial Productions, Hollywood, to specialize in the creative planning and production of television commercials has been announced by Don Fedderson, president of the parent Don Fedderson Productions.

COLORCASTING

Here are the next 10 days of network color shows (all times are NYT).

NBC-TV:

Oct. 23-27, 30-31, Nov. 1 (6-6:30 a.m.) **Continental Classroom,** Contemporary Mathematics.

Oct. 23-27, 30-31, Nov. 1 6:30-7 a.m.) **Continental Classroom,** American Government.

Oct. 23-27, 30-31, Nov. 1 (10:30-11 a.m.) **Play Your Hunch,** part.

Oct. 23-27, 30-31, Nov. 1 (11-11:30 a.m.) **The Price Is Right,** part.

Oct. 23-27, 30-31, Nov. 1 (12:30-12:55 p.m.) **It Could Be You,** part.

Oct. 23-27, 30-31, Nov. 1 (2-2:30 p.m.) **Jan Murray Show,** part.

Oct. 23-27, 30-31, Nov. 1 (11:15 p.m.-1 a.m.) **The Jack Paar Show,** part.

Oct. 23, 30 (8:30-9 p.m.) **The Price Is Right,** P. Lorillard through Lennen & Newell; American Home Products through Ted Bates.

Oct. 24, 31 (7:30-8:30 p.m.) **Laramie,** part.

Oct. 25, Nov. 1 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thompson.

Oct. 25, Nov. 1 (10-10:30 p.m.) **The Bob Newhart Show,** Sealtest through N. W. Ayer.

Oct. 25, Nov. 1 (10:30-11 p.m.) **David Brinkley's Journal,** Douglas Fir Plywood through Cunningham & Walsh; Pittsburgh Plate Glass through BBDO.

Oct. 26 (10-11 p.m.) **Sing Along With Mitch,** R. J. Reynolds and Ballantine through William Esty; Buick through McCann-Erickson.

Oct. 27 (9:30-10:30 p.m.) **The Bell Telephone Hour,** The Bell System through N. W. Ayer.

Oct. 28 (9:30-10 a.m.) **Pip the Piper,** General Mills through Dancer-Fitzgerald-Sample.

Oct. 28 (10-10:30 a.m.) **The Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

Oct. 28 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.

Oct. 28 (4-5 p.m.) **All-Star Golf,** Kemper Insurance through Clinton Frank; Reynolds Metals through Lennen & Newell.

Oct. 28 (7:30-8:30 p.m.) **Tales of Wells Fargo,** part.

Oct. 28 (9-11 p.m.) **Saturday Night At The Movies,** part.

Oct. 29 (6-6:30 p.m.) **Meet the Press,** co-op.

Oct. 29 (7-7:30 p.m.) **The Bullwinkle Show,** General Mills through Dancer-Fitzgerald-Sample; Ideal Toys and Beech-Nut Gum through Young & Rubicam.

Oct. 29 (9-10 p.m.) **Bonanza,** Chevrolet through Campbell-Ewald.

Oct. 29 (10-11 p.m.) **Du Pont Show of the Week,** Du Pont through BBDO.

Nov. 1 (6:45-7 p.m.) **The Huntley-Brinkley Report,** Texaco through Cunningham & Walsh, and R. J. Reynolds through William Esty.

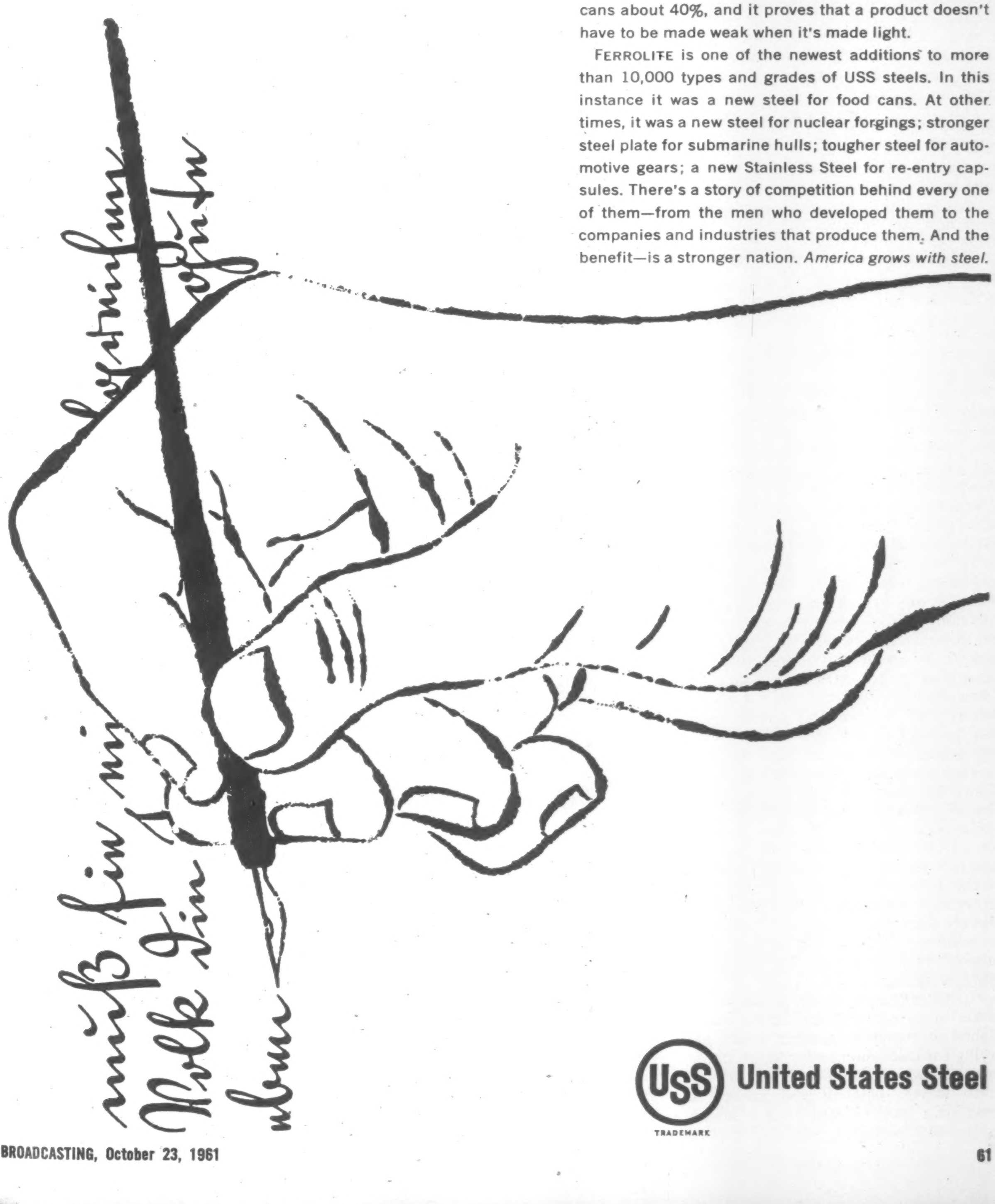
Nov. 1 (7:30-8:30 p.m.) **Wagon Train,** R. J. Reynolds through William Esty, National Biscuit through McCann-Erickson, and Ford through J. Walter Thompson.

Nov. 1 (8:30-9 p.m.) **The Joey Bishop Show,** American Tobacco through Sullivan, Stauffer, Colwell & Bayles; Procter & Gamble through Benton & Bowles.

Another false statement from Karl Marx

"The battle of competition is fought by cheapening of commodities," he said. But at United States Steel we've found that the battle of competition is fought by *improving* of commodities. For example, we have just completed the development of a thinner, lighter, proportionately stronger tin-plated steel for cans. The new steel is called FERROLITE. It reduces the weight of cans about 40%, and it proves that a product doesn't have to be made weak when it's made light.

FERROLITE is one of the newest additions to more than 10,000 types and grades of USS steels. In this instance it was a new steel for food cans. At other times, it was a new steel for nuclear forgings; stronger steel plate for submarine hulls; tougher steel for automotive gears; a new Stainless Steel for re-entry capsules. There's a story of competition behind every one of them—from the men who developed them to the companies and industries that produce them. And the benefit—is a stronger nation. *America grows with steel.*



USS TRADEMARK **United States Steel**

A new 'conscience' for radio-television

SWEZEY TELLS SALT LAKE NAB CONFERENCE HE'S NOT A PROGRAM 'CZAR'

"I have no intention of trying to be a program czar," Robert D. Swezey declared Wednesday (Oct. 18) in his first public appearance as director of the code authority of the National Assn. of Broadcasters. "But perhaps I can act in a measure as an industry conscience." He added that he expects to be a "nagging" conscience "until our house is clean and in order."

This job is not his alone, Mr. Swezey told the third NAB Fall Conference in Salt Lake City. "I have no authority whatever except as I shall find it in your support," he said.

Broadcasting "very much needs, and right now, to convince the public that it not only can but that it is determined to do a competent job of self-regulation," Mr. Swezey said. "I will help in so far as I can, but nothing can be accomplished without a genuine willingness of the broadcasters to search out and correct any substantial defects" in their service.

"In today's miserable climate," he declared, "the only realistic approach for any of us is to think more in terms of contribution to the common cause and less in those of personal profit and convenience."

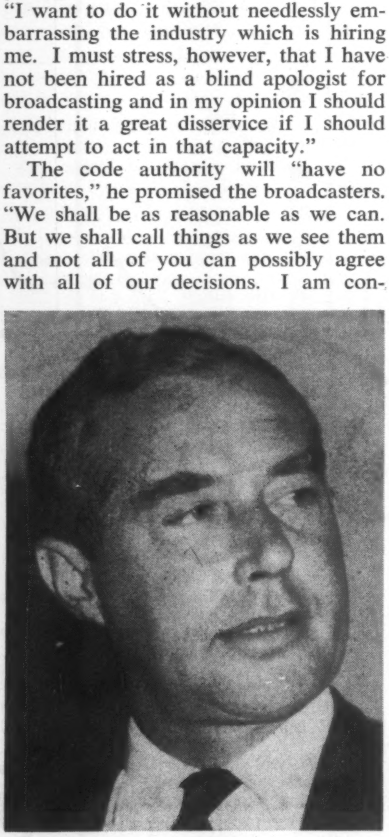
Problems Involved ▪ From his more than 20 years experience in network and station management, Mr. Swezey said he realizes "that for networks, stations and clients there are real difficulties involved in any genuine effort to improve program service. They are inherent in our commercial system and greatly enhanced by competitive pressures. It takes courage for one network to turn down a lucrative account when it knows that another will probably pounce on it and that its own affiliates will be howling because of the lost business. It takes courage for a station to clear for a sustaining program when to do so means loss of money, client resentment and audience complaint. It takes courage for advertisers to abandon the routine 'me, too' programming, cast in the mold of the current rating leaders, which is responsible for much of the tediousness viewers complain of in the tv schedule, to strike out into original format or to support quality vehicles with traditionally low ratings.

"It takes courage for a station to tackle in its editorial service the many highly controversial matters which are crying for discussion and solution rather than voicing profound opinions on autumn leaves, baseball and salutes to prominent local citizens. But I submit it is this type of courage which broadcasting must demonstrate if we are to inherit the full measure of public respect which we do not have today."

Asking how large actually and how well founded are the complaints against radio and television Mr. Swezey called it "essential to find out what a really adequate and competently analyzed sampling of public appraisal of broadcasting would reveal today" and expressed hope that up-to-date studies will soon be available. He expressed particular concern on why "we have been so dimly regarded by much of official Washington," asking "Why? Where's the fire that generates so much smoke? Would any reasonable and conscientious effort on our part put it out?"

No Ducking ▪ Speaking specifically of his code assignment, Mr. Swezey called it a "sensitive one," to be "discreetly done and yet without ducking or pussyfooting. I want to do the job without trespassing upon the jurisdiction of your president or his board," he stated. "I want to do it without needlessly embarrassing the industry which is hiring me. I must stress, however, that I have not been hired as a blind apologist for broadcasting and in my opinion I should render it a great disservice if I should attempt to act in that capacity."

The code authority will "have no favorites," he promised the broadcasters. "We shall be as reasonable as we can. But we shall call things as we see them and not all of you can possibly agree with all of our decisions. I am convinced that the most we shall ask of you is that you act in your own intelligent self-interest."



Mr. Swezey

While the codes should be kept "apace with industry developments," Mr. Swezey urged that changes not be made without good reason. "Let's strengthen [the codes] rather than weaken them . . . Weak self-regulation is an open invitation for stern government regulation."

George Hatch, KALL Salt Lake City, president of the NAB Radio Board, presided at the meeting.

Re-Runs ▪ The reports of NAB executives on the conduct of their departments followed the same pattern, and the same texts, as in the first two of this fall's conferences in Dallas and St. Louis (BROADCASTING, Oct. 16) and LeRoy Collins, NAB president, delivered approximately the same luncheon address, with its scathing criticism of the trade press.

During the afternoon discussion session Gov. Collins said that the NAB "has kept telling the commission that the broadcaster is jealous of his right and authority and if there's any abuse we'll move in and stop it." But he added that "there's been no censorship that I've seen" and he expressed vigorour disagreement with the contention that the FCC denial of a New Jersey applicant for failing to determine the needs of the community it proposed to serve constituted censorship. "For the FCC to entertain that application would have been an affront to other broadcasters," Gov. Collins declared. "I don't call that censorship."

The meeting unanimously adopted a resolution offiered by Rex G. Howell, KREX-AM-FM-TV Grand Junction, Colo., urging the NAB to "seek a re-evaluation of the entire Conelrad program with the suggestion that greater consideration be given improved informational frequencies and adequate protection for regular or emergency radio transmitters. Also, it is further suggested that such studies should equate the use of the present Conelrad required frequencies against possibly greater service of allowing all Conelrad stations to remain in operation at maximum efficiency upon their regularly assigned facilities."

In presenting his motion, Mr. Howell noted that most of the public will be dependent on radio for information essential to the survival of the individual and the nation.

The meeting also adopted a resolution

presented by Arch Madsen, KSL-TV Salt Lake City, urging the FCC not to adopt any engineering standards that would result in a deterioration of service.

A Review ▪ Much of the afternoon was devoted to the Oct. 6 meeting of the FCC with a committee of some 15 broadcasters and NAB executives to discuss the proposed logging and renewal forms. Gov. Collins, Mr. Hatch and Vincent Wasilewski, NAB executive vice president, gave a point-by-point report of the three-and-a-half hour session and agreed that it was extremely worthwhile, with the probability that the broadcasters will win their arguments on about 90% of the logging items and about 50% of their programs proposals. Asked how the broadcasters are ever going to find out just what the authority of the FCC is, Mr. Wasilewski said the NAB feels the commission is within its legal rights when it seeks to match program performance against promises made by the applicant before he received his license. There can be no court case, he said, until the FCC uses this information to coerce the licensee and only then if he's willing to risk his license.

When another broadcaster questioned the validity of the FCC attempt to use a "quantitative approach to a qualitative matter, such as equating five minutes of news from the *New York Times* with five minutes from the *New York Daily News,* or five minutes of rock and roll against five minutes of Chopin," Mr. Wasilewski replied that this had been discussed many times but the commissioners insist that they need the quantitative data as a yardstick.

Asked about ratings, Gov. Collins emphatically stated that NAB should not get into the rating business, but urged that the research center the association is trying to establish at a major university make a study of rating methodology a first order of business. "Ratings are a vital factor in our lives," he stated, "and their influence is beyond their proven validity with their methodologies not yet established."

Briefly discussed was a letter to stations from John E. McGeehan, appointed by the federal court to examine ASCAP's method of obtaining data on broadcast performances of musical compositions, asking if the stations could provide this information from their logs, which he felt would be more accurate than the independent survey now employed. Mr. Wasilewski noted that the logs do not include this information and that the broadcasters are under no obligation to reply to the letter, but he reminded them that their ASCAP contracts contain a clause, never invoked, that gives ASCAP the right to call on stations for lists of the music they broadcast for three months out of the year.

TOO MANY RADIO STATIONS?

FCC's Ford says Congress ought to take look at question in major address to Kentuckians

Should government do anything about the overpopulation of radio stations because of "an economy of saturation" to the possible detriment of improved radio programming? That question was posed officially last Thursday by FCC Commissioner Fred W. Ford in a major address before the Kentucky Broadcasters Assn. at Lexington.

Though the commissioner propounded the question he admitted he didn't know the answer. He suggested that Congress appropriate funds for an overall study (see story, page 42).

In a free-swinging question-and-answer session, Commissioner Ford said the economic problem troubled him since it was raised by a small market broadcaster at another state meeting a few weeks ago (Virginia Assn. of Broadcasters). And he commented that it's a good thing for FCC members to attend state meetings because of the opportunity to talk with rank-and-file broadcasters about their problems.

Expressing his own rather than the FCC's views, Mr. Ford vouchsafed that he would make no distinction between commercial and sustaining time in the FCC's new program forms. Moreover, he said, he would do away with the composite week and with program categories by percentage breakdowns, but he doubted whether the FCC majority would go along.

Local Ads ▪ Opposition was voiced from the floor to new requirements that broadcasters advertise locally in advance of applications for license renewals because it "forces us to spend money with our competitors." Mr. Ford said these requirements are complicated and he isn't wholly familiar with them.

Douglas Anello, NAB general counsel, was critical of unnecessary government regulation as reflected in the actions of both Congress and the FCC. More than 90% of the broadcasters who "honorably" discharge their obligations are being penalized because of the transgressions of 10%, he said.

Mr. Anello deplored the trend toward more rigid controls. He thought government would stop short of direct program regulation but would continue to exert indirect pressures.

A panel discussion on sale of broadcast time to food manufacturers was launched as the first of a series to be conducted at future KBA meetings to be participated in by broadcast advertisers. John Sherer, sales manager of Shedd-Bartush Foods, and Harold Webner, director of sales and advertising of Paramount Foods, related how their companies budget for air time and how they work with their agencies' media selection. They rejected the claim that food advertisers buy entirely "by the numbers," but agreed that costs per thousand and ratings influence them in some degree.

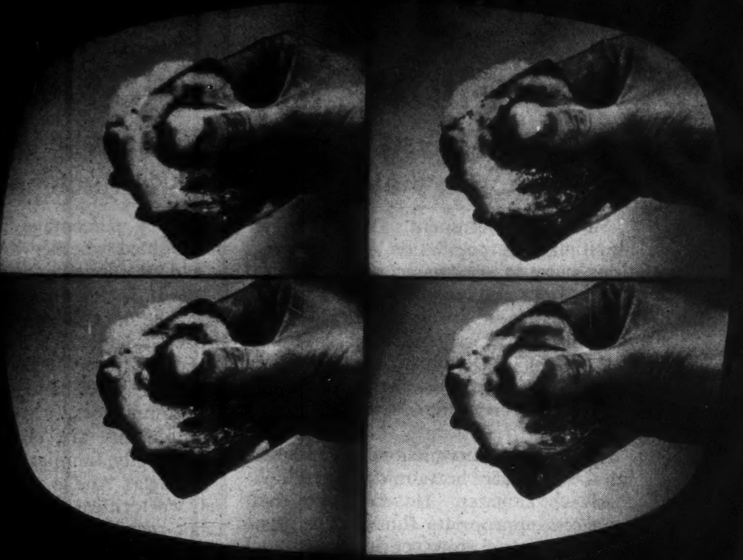
Conelrad—Conked out? ▪ Misgivings about the current efficacy of Conelrad was freely expressed after a closed meeting conducted by Ken Miller, FCC director of Conelrad, in which Commissioner Ford participated. Several broadcasters said they think Conelrad is obsolete and that broadcasters should not be called upon to carry the burden of an expendable service.

Katherine Peden, manager of WHOP Hopkinsville and national president of the Business & Professional Women's Club, was the recipient of KBA's "Mike Award" for outstanding contributions to broadcasting in the state. Miss Peden, in radio for 17 years, is the only woman ever to receive the award or to serve as a KBA director.

A special award, the first of its kind, was presented to Sol Taishoff, editor and publisher of BROADCASTING and *Television* magazines. In making the presentation, Hugh Potter, WOMI Owensboro, called BROADCASTING "the

WMCA switches parties

WMCA New York urged support of James P. Mitchell, Republican candidate for governor of New Jersey, in an editorial broadcast last Thursday (Oct. 19) by R. Peter Straus, president of the station. Mr. Straus, who is a registered Democrat, endorsed President Kennedy's candidacy last year. The station's action of last year touched off protests from the New York State and National Republican Committees (BROADCASTING, Oct. 31, 1960 *et seq.*). Mr. Strause noted in the editorial that New Jersey's crucial need is to attract new industries to the state and thereby create new jobs. He praised Mr. Mitchell's record during his seven years as Secretary of Labor and endorsed him as an individual who "is superbly qualified to lead New Jersey in this undertaking." The station notified Richard J. Hughes, the Democratic candidate for Governor, that he might have equal time to comment on the editorial.



99 SQUEEZES . . .
That's a lot! But
just you watch as
multi-image after
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dissolves . . .
dissolves . . .
dissolves . . .

dissolves to multi-
image after multi-
image! Right, it's
a lot—but easy
when it's film
that's in the plot!

Age
East
Film

AD
B
AG
J.
PR

FILM does the unusual...

How to say "99 squeezes" (make every last squeeze count). How to say ' soapy . . . soapier . . . soapiest!" How to do it all with such zest that the new Brillo Soap Pads sing out in the mazes of marts everywhere!

Answer: Do it in words and pictures. Put it to music. On film, of course! Because film gives you commercials, crisp, vivid, exciting —the way you want them— *and when!*

And that's not all! Film provides the optical effects you require for sharp, high-polish commercials; in addition, assures you the convenience, coverage and penetration market saturation requires.

For more information, write
Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N.Y.

East Coast Division
342 Madison Avenue
New York 17, N.Y.

Midwest Division
130 East Randolph Drive
Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

or **W. J. German, Inc.**
Agents for the sale and distribution of Eastman Professional Motion Picture Films, Fort Lee, N.J., Chicago, Ill., Hollywood, Calif.

ADVERTISER:
Brillo Manufacturing Co., Inc.
AGENCY:
J. Walter Thompson Company
PRODUCER:
Elektra Film Productions

guardian and advocate of the freedom and the constitutional rights of the broadcasting industry."

At the closing session Thursday, Messrs. Ford and Anello received commissions from Gov. Coombs of Kentucky as colonels on his staff.

James Caldwell, WAVE Louisville, first vice president, was elected president of KBA for the ensuing year. Other officers and directors: first vice president, William Whitaker, WMOR Morehead; second vice president, Roy Redmond, WFTM Maysville; secretary-treasurer, Ed Shadburne, WLOU Louisville; directors: Charles Stratton, WNGO Mayfield; Malcolm Greep, WVJS Owensboro; Walter Huddleston, WIEL Elizabethtown; C. A. McClain, WFKY Frankfort and Art Grunewald, WCTT Corbin.

The next KBA meeting is scheduled for Louisville in May 1962.

New Frontier does little to lift veil of secrecy

Little evidence appears that members of the New Frontier are "any less reluctant to lift the veil of secrecy than were their predecessors," according to an Oct. 19 statement by V. M. Newton Jr., editor of the *Tampa* (Fla.), *Tribune* (WFLA-AM-TV) and chairman of the press freedom committee of Sigma Delta Chi, national journalistic society.

In a report to the Oct. 25 opening of the SDX convention at Miami Beach, Fla., Mr. Newton said.

"Radio and tv news people in the capital are not reporting any special increase in the growing trend toward government censorship but they note that the abundance of hard news in the early months of the Kennedy administration commanded the attention of the media to the point where there has been little investigative reporting."

Mr. Newton's report noted that in some communities, including San Francisco and Austin, Tex., authorities have attempted to prevent monitoring of police radio broadcasts for news gathering purposes. He proposed that the American Bar Assn. and media make a study on the local level of the effects on trial participants of tv, radio and still photo coverage.

The report added that the Radio Newsreel Tv Working Press Assn. of New York has voiced "shock" at Gov. Nelson Rockefeller's veto of a bill permitting radio and tv coverage of legislative and commission hearings. The group plans to continue its long fight for such legislation.

Mr. Newton reported the free press in Cuba "is completely extinct" and powerless to reveal Fidel Castro as one of the most "power-grabbing, ruthless dictators the world has ever known."

Latin American press freedom will be one of the principal topics at the convention. Mr. Newton reported 24 states, now including Missouri and Nebraska, have put into law the SDX model freedom of information law.

AFTRA appeals to KFWB's parent company

The American Federation of Television & Radio Artists, charging that KFWB Los Angeles, is prolonging the 101-day-old strike "by refusing to accept parity on base wages, the pattern for which was set with the KMPC settlement three weeks ago," in a telegram Thursday (Oct. 19) appealed to William Cole, chairman of the board of Crowell-Collier Publishing Co., New York, parent of Crowell-Collier Broadcasting Co., station licensee, to "bring an end to this bitter dispute."

Urging that "the way is clear for the company to enter into a contract honorable to all parties," Tyler McVey, AFTRA local president, in his appeal to the board chairman, stated that prior to the strike, KFWB offered parity with KMPC Los Angeles, but is now violating its own basic agreement "for reasons impossible to comprehend." He said the difference between the last KFWB wage offer and the final union proposal represents an additional cost to management the first year of a three-year contract of only $2,400 and only $2,000 for each of the other years.

James F. Simons, KFWB station manager declared that AFTRA was "taking words out of context to create another false issue. We never made an agreement to parity as indicated by AFTRA, nor had we ever been offered complete parity," he said.

National Audience Board honors tv news programs

NBC-TV's *Chet Huntley Reporting* and CBS-TV's *CBS Reports* and *The Twentieth Century* received the National Audience Board Award of Merit last week. The awards recognize the high ranking accorded the shows by some 2,400 civic and community leaders polled in a recent tv survey by the board.

Award certificates were presented in informal ceremonies at NBC News and CBS News headquarters in New York. The award for *Chet Huntley Reporting* was accepted by William McAndrew, NBC News executive vice president, and Chet Huntley, NBC News correspondent and show host. The awards for *CBS Reports* and *The Twentieth Century* were accepted by Richard Salant, CBS News president, and the respective program executive producers, Fred Friendly and Burton Benjamin.

Other stations aid fire-stricken WGBH-TV

WGBH-TV Boston, a pioneer educational television station, returned to the air last week, following a $1 million fire Oct. 14.

Temporarily WGBH-TV is using the studios of the Diocesan Broadcasting Center of the Boston-Catholic Archdiocese. The station's fm affiliate, having returned to the air about 12 hours after the blaze, currently is using the studios of Symphony Hall, Boston.

Others coming to WGBH-TV's aid were WNAC-TV Boston, which offered the use of its new cameras and equipment, and the National Educational Television Network which flew in special films from its Ann Arbor, Mich., headquarters.

Viewers air tv gripes on 'Inside KMOX-TV'

Mr. Wilkey

Not only does KMOX-TV St. Louis answer its mail on the air but the station now brings in affected or interested groups to make their complaints about television. It all takes place on *Inside KMOX-TV*, a public-affairs program where the viewers have a say.

The show was conceived early in January 1960 and has continued ever since but with a change of format. Although reading viewers' letters on the air had merit, KMOX-TV officials believed a group question-and-answer session was better suited to the purpose.

For most of the first year, *Inside KMOX-TV* averaged in excess of 50 letters per week, some crackpot, but most presenting legitimate gripes. In many of the sequences, Gene Wilkey, vice president and general manager of the station, is featured with a department head under whose supervision a particular question falls and Parker Wheatley, the host.

Now the station is concentrating on the group idea on the theory that a spontaneous discussion also breeds additional material usually not found in a letter. In fact, the group sessions have provided lively fireworks already with members of the same group switching their attacks from KMOX-TV to themselves.

The successful program format is also in use at other CBS-TV o&o stations.

The show is presented every other Sunday at 12:45 p.m. and is videotaped. The groups range from five to 25 persons.

Media reports...

Begins broadcasting ▪ WNNJ-FM Newton, N. J., went on the air Oct. 4 operating with 1 kw at 103.7 mc. The new station will simulcast sister station WNNJ (a daytimer) until sign off and then will program separately until midnight. Licensee is Sussex County Broadcasters.

Denison catv sold ▪ Sale of the Denison, Tex., community tv system to Vumore Corp. for an undisclosed amount has been announced. The 2,000 subscriber catv system picks up Dallas-Fort Worth and Ardmore, Okla., tv stations. Vumore, a subsidiary of Video Independent Theatres Inc. which is owned by RKO General Inc., owns 14 other catv systems in the Southwest.

NBC's big deal ▪ NBC turned a neat $500,000 profit over an 11-year period from its Hudson Theatre holding, it was revealed last week when sale of the theatre was made official. The theatre, which the network bought in 1950 for $550,000, was sold for $1.1 million to parking garage builder Samuel Lehrer. The new owner already has indicated that he plans to tear the theatre down and replace it with a garage (BROADCASTING, Oct. 16). The sale was made possible when NBC's board of directors voted its approval earlier this month (CLOSED CIRCUIT, Oct. 9).

Top-pop station ▪ New "soft" sound in station break and promotion jingles was introduced by WLS Chicago last week as the ABC-owned station also increased local news breaks using beeper phone and remote reports. Popular top-40 format otherwise remains unchanged except for increase of album and memory tune inserts in 6 a.m.-3 p.m. period to two each hour.

Justice award ▪ KLZ-TV Denver has been named the first recipient of the Colorado Bar Assn.'s first annual Justice award. The station was cited for its "outstanding efforts in bringing to the attention of the public the vital role of the law, the legal profession and the courts in American life." KLZ-TV in 1956 won another law award when its editorial stand against Canon 35 (which bars cameras in courtrooms) resulted in legislation modifying Canon 35 in Colorado.

IN THE ARK-LA-TEX ONLY...

"KAY-TALL"

OFFERS...

DOUBLE EXPOSURE

...covering **TWO** Metro Markets with a **SINGLE** cost!

OKLA
ARKANSAS
TEXARKANA
TEXAS
VIVIAN
SHREVEPORT
CITY GRADE
LOUISIANA
100 MV

★ NEW EXPANDED FACILITIES... GIANT... IN TOWER, POWER, COVERAGE

★ SOUTH'S TALLEST TOWER... a 1553' giant, beaming city-grade signal to both Shreveport and Texarkana!

★ STUDIOS IN BOTH MARKETS... with the new Shreveport facility being the area's newest and finest!

★ NEW, WIDER COVERAGE... Power and Tower make Kay-Tall dominant NBC station for 1,250,000 viewers!

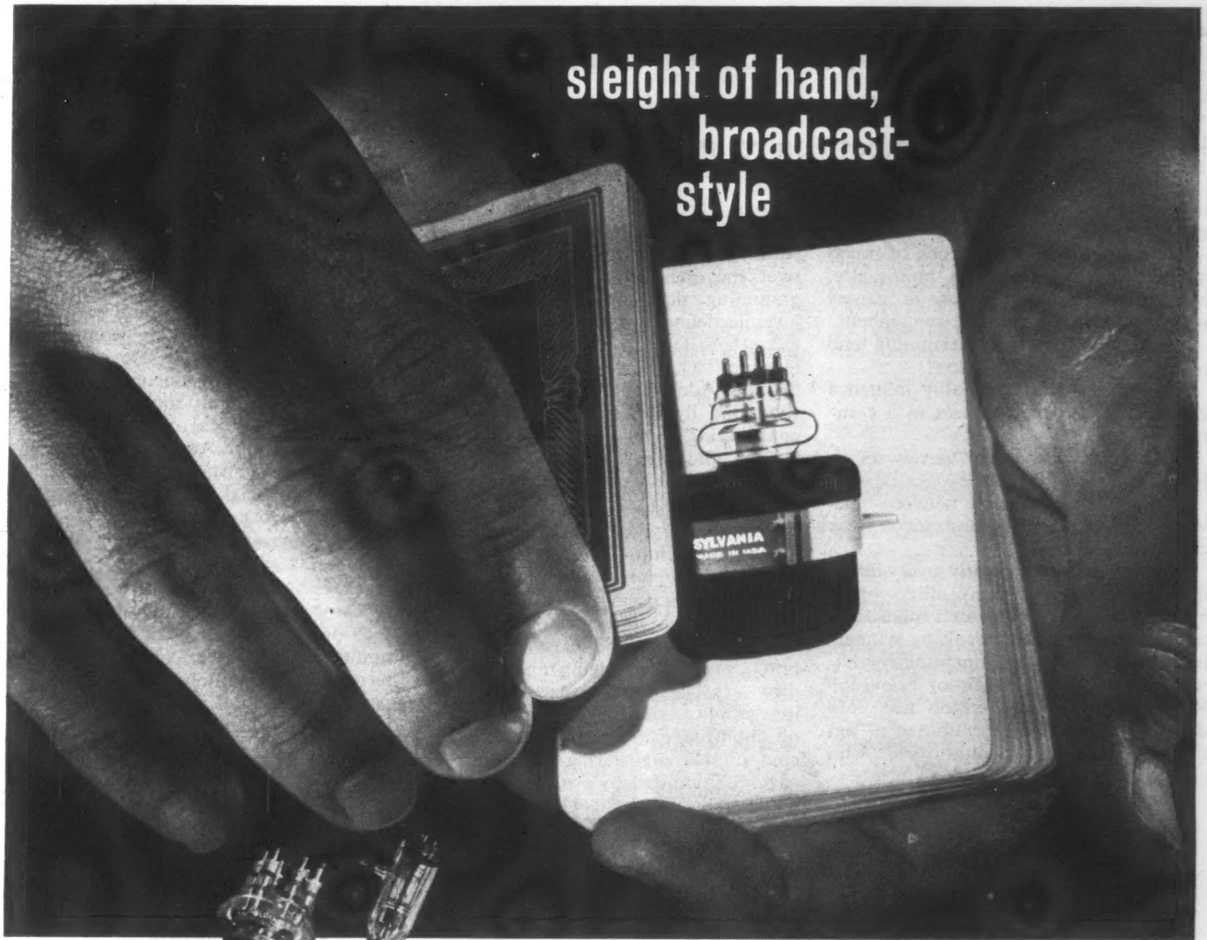
ktal★tv

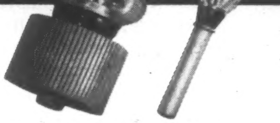
Maximum Power on Channel 6

NBC for SHREVEPORT Texarkana and The Ark-La-Tex

Walter M. Windsor Gen. Mgr.
James S. Dugan Sales Dir.

Get the facts from... BLAIR TELEVISION ASSOCIATES





SYLVANIA HIGH-POWER TUBES

QUICK GUIDE TO POPULAR SYLVANIA HIGH-POWER TUBES FOR VHF

TRIODES			TETRODES		
Type	Max. Plate Dissipation (Watts)	Max. Freq. (Mc)	Type	Max. Plate Dissipation (Watts)	Max. Freq. (Mc)
357B	400	100	4-125A	125	120
5530	3,000	110	4-250A	250	110
5541	10,000	110	4-1000A	1,000	110
5681	75,000	110	4x500A	500	120
5736	2,500	60	6166	10,000	60
6256	5,000	110	7007	10,000	220
6257	5,000	110			
6258	3,000	110			

Pick a tube, any tube—every one's a winner! Every one's a Sylvania High-Power Tube. They're wizards at "finessing" time, stretching out tube life. Sylvania Tube longevity means lower tube costs per hour of operation, reduced maintenance time—maximum assurance of on-air continuity.

Pick a winner from your Sylvania Industrial Tube Distributor. He can deliver from one of the widest lines of high-power tubes available—tubes for AM, FM, VHF, and UHF. Ask him, too, for your copy of the informative "Sylvania Industrial Tubes" booklet. Or, write Electronic Tubes Division, Sylvania Electric Products Inc., Dept. 125, 1100 Main Street, Buffalo, N.Y.

SYLVANIA

Subsidiary of **GENERAL TELEPHONE & ELECTRONICS** GENERAL SYSTEM

TVB RESEARCH PLAN AWARDS

18 research plans picked as winners of special awards in TvB-sponsored competition to uncover new tv data

Can television be substantially better than it is now—and still hold its audience?

Does repetition, the bedrock of much of the current advertising philosophy, ever reach the point where it causes people to forget instead of remember?

Does violence in tv programming tend to make viewers violent, too?

Does a viewer's personality influence his reaction to what he sees in a commercial?

Are non-viewers as well as viewers affected by what's on television?

Is there a connection between televised communications and income-tax compliance?

Answers to these greatly over-simplified questions—and many others—may be found through research plans announced by TvB last week as winners in its international "Competition for Exceptional Plans in the Field of Television Research." The competition was conducted for TvB by a committee of nationally recognized authorities, who chose 18 plans as winners.

The winner of the top award—$4,000 in addition to the $250 honorarium which went to the author of each winning entry—proposed a research technique which may help answer the question of whether tv programming does or doesn't influence juvenile delinquency (CLOSED CIRCUIT, Oct. 16). The plan is designed to determine "The Role of Television in Shaping Adolescent Behavior" and was submitted by Dr. Arthur J. Brodbeck, consultating psychologist at Yale Law School, and Mrs. Dorothy B. Jones, a film research consultant of Los Angeles.

Scientific Uses ▪ The winner of the second special award—$1,500 plus the $250 honorarium—anticipates the use of tv equipment in ways that other researchers described as holding "great promise for a new level of scientific study of perception, learning, motivation, development, aging and behavior disorders." The plan was seen as having "implications for specific questions of importance in space science, medicine, human engineering and visual science." Submitted by two brothers, Dr. Karl U. Smith of the U. of Wisconsin and Prof. William H. Smith of Dartmouth, the plan is called "Scientific Television Methods Applied to Analysis of Perceptual Feedback in Behavior."

The winners were announced at a luncheon in New York last Tuesday, but specific details of the winning plans will be withheld pending their publication about a year from now. Dr. Mark May of Yale, chairman of the U. S. Advisory Commission for Information, headed the committee of university, industrial and advertising experts who supervised the competition and chose the winners out of 147 entries.

The winning entries included plans for:

▪ A study to determine whether it is possible to make substantial improvements in television's artistic values while keeping it economically feasible. This involves an experiment in which, in one community, programming would be improved gradually to the point where, in two years, two-thirds of it would have a quality equal to the top 20% of today's programming. The difference this higher ratio of "quality" programming would make on the community would be studied in this plan, conceived by Dr. Bernard Berelson, director of the Bureau of Applied Social Research and professor of sociology at Columbia U.

▪ Determining and evaluating "secondary, remote effects" of television resulting from interpersonal communication between viewers (primary audience) and other persons (secondary "audience"). The plan envisions the televising of an experimental program and provides for relating the so-called secondary effects to a number of sociological, psychological, sociometric and ecological variables. Author: Dr. J. Stacy Adams, behavioral research service consultant at General Electric.

▪ A study of tv's effect in inducing action. The plan calls for further research, following up preliminary field work already done on commercial messages, which would also investigate the effectiveness of documentary programs in producing social action and of televised political campaigns in influencing voting. Author: Dr. Harold Mendelshon, assistant director of marketing and social research at the Psychological Corp., New York.

▪ An extension of experiments in "semantic satiation," which indicates that words lose meaning as a result of repeated presentation and that this effect persists for at least a period of minutes. The study would seek to determine the conditions under which repeated stimulation is constructive, as in learning, or disruptive as in satiation. Authors: Dr. Wallace E. Lambert and Leon A. Jakobovitz of McGill U., Montreal.

▪ Experiments to assess the impact of cumulative exposure to tv programs having aggressive content, as well as the impact of a single such program. Dr. Seymour Feshbach of Berkeley U. and the U. of Pennsylvania, author of this entry, suggests that, depending on the characteristics of the program and the audience, exposure to "aggressive" program content may either stimulate or reduce covert aggressive feelings, inhibit or strengthen covert aggressive behavior and produce more favorable or less favorable attitudes toward acts of aggression.

▪ An investigation of "the relations of personality to perception of television advertising messages." The study would aim at constructing an instrument for assessing the impact of television commercials in relation to specific personality types. Such an instrument could be used for pre-testing commercials. Author: Dr. Lawrence Myers Jr. of Syracuse U.'s tv and radio department.

▪ A study of "taste development," in which children would be led to overcome their natural tendency to avoid programs that are intellectually demanding. The findings would throw light on "the role of personal influence in effecting change of viewer differences in susceptibility to persuasion, and on theories of attitude change." Author: Dr. Hilde Himmelweit of the U. of London, co-author of "Television and

WPEN
HAS
THE
STAR
PERSONALITIES

★ MATURE, ESTABLISHED PERSONALITIES ★ AWARD WINNING NEWS ★ EXCLUSIVE HELICOPTER TRAFFIC REPORTS ★ FIGHTING EDITORIALS ★ ADULT MUSIC ★

WPEN
PHILADELPHIA
THE STATION OF THE STARS
CALL GILL-PERNA, INC.

How-to-say-it guides

Pronunciation guides for place names in 19 states are available for radio and television broadcasters, according to the Council on Radio-Television Journalism of the Assn. for Educational Journalism.

The guides were compiled this summer by Robert A. Mott, assistant professor of Journalism, Washington State U., Pullman, Wash. They are available by writing to the university's journalism department.

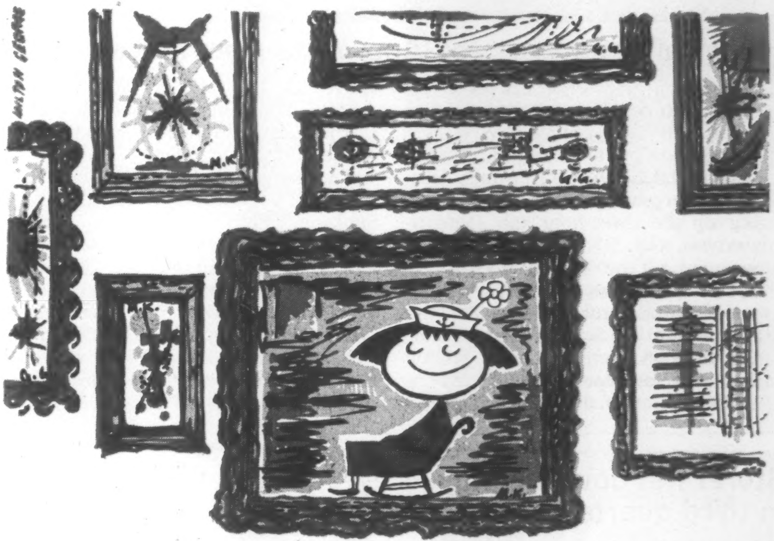
Pronunciation guides are available for the following states: Arizona, California, Colorado, Florida, Hawaii, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Michigan, Minnesota, Missouri, Montana, Nebraska, New Jersey, New Mexico, North Carolina, North Dakota, Oklahoma, South Dakota, Texas, Washington, West Virginia and Wisconsin.

the Child: An Empirical Study of the Effect of Television on the Young."

- An experiment designed to test the author's beliefs that family structure largely governs the kind of program selected for viewing and that commonly held concepts on why people view television, how they view and what they view are primitive and inadequate. Author: S. D. Forsey, senior research officer of the Australian Broadcasting Control Board.
- Research involving group instruction via teaching machines, standard television instruction techniques and individualized teaching, with the ultimate objective of making television group instruction more efficient pedagogically. Author: Dr. George L. Gropper of the American Institute for Research, Pittsburgh.

Other Winners ▪ Other winning entries included: "The Logic of Politics," which includes an analysis of the Kennedy-Nixon campaign and proposes a similar study of the 1962 gubernatorial campaigns, by Dr. Edwin S. Shneidman of Harvard; "The Principle of Television Orientation and a Proposal for Testing It," by Robert F. Agne of Harold Cabot & Co., Boston agency; "Rational vs. Emotional Communications: A New Approach," by Dr. Raymond A. Bauer and Donald F. Cox of Harvard; "Television Communications and Income Tax Compliance," by Dr. Richard D. Schwartz of Northwestern U. and Dr. Jerome H. Skolnick of Yale U.; "Physician Education, Medical Television and Patient Care," by Dr. J. Frank Whiting of the Assn. of Medical Colleges, Evanston, Ind.; "Prominence and Audience Structure: the Linkage Between Mass Media and Interpersonal Communication," by Dr. Kurt W. Back, Duke U., and "The Design and Assessment of an Experimental Program to Maximize Active Participation and Feedback in Television Instruction Through the Utilization of Programmed Learning Techniques," by Dr. James V. Mitchell Jr., U. of Texas.

Norman E. Cash, TvB president, presided at the awards luncheon and Dr. May directed the distribution of awards. Several awards committee members singled out Dr. Leon Arons, secretary and research vice president of TvB, for praise for his work in coordinating committee activities throughout the months of judging. Other committee members, in addition to Prof. May and Dr. Arons, were Prof. C. R. Carpenter, Penn State; Prof. John B. Carroll, Harvard; Dr. Joseph T. Klapper, General Electric; Prof. Paul Lazarsfeld, Columbia U.; Prof. Wilbur Schramm of Stanford, and Milton Sherman of Benton & Bowles. The late Prof. Samuel A. Stauffer of Harvard also served on the committee.



WITH MEDIA SELECTION
BECOMING INCREASINGLY MORE COMPLICATED
YOUR NO. 1 BUY IS STILL
KEWB
NATIONAL REPRESENTATIVE: THE KATZ AGENCY, INC.

Here's still another slant on the right way to buy San Francisco. The top four radio stations are Independents, right? Right! (See Pulse or Hooper). By much? Wow!

Take KEWB and the other two in the top three. In Pulse,* these stations produce 49.8% of the audience, total rated time periods, while the three network stations total 18.4%. Hooper* says these same three top Indies deliver 52.8%, the nets 17.7%.

No 'whistling in the dark' – just KEWB's consistency . . . all year, every year!

*PULSE, July-Aug, '61 HOOPER, Aug-Sept, '61

CROWELL-COLLIER BROADCASTING CORPORATION

A SOUND CITIZEN OF THE BAY AREA

HOLLYWOOD
BOWL

Special tv network for 'Answer to Communism'

A special television network of 35 stations in six Western states carried a special program, *Hollywood's Answer to Communism,* last Monday with Richfield Oil Co., through Hixson & Jorgensen, Los Angeles, picking up the three-hour tab (BROADCASTING, Oct. 9). The live telecast was fed to the special hookup by KTTV (TV) Los Angeles, which itself broadcast the event under the sponsorship of Schick Safety Razor Co. through Compton Adv. KLAC Los Angeles reported it carried an audio version of the event. In photo above, C. D. Jackson, vice president of Time Inc. and publisher of *Life* magazine, addresses the audience in the Hollywood Bowl.

Another group, the Crown Stations (KING-TV Seattle and KREM-TV Spokane, both Washington, and KGW-TV Portland, Ore.) also took a crack at communism Oct. 21 with a special 90 minute program entitled *The Threat,* also in prime time. Featured speakers included Dr. Edward Teller, often called the Father of the H-Bomb, and Arthur S. Flemming, president of the U. of Oregon.

Storer net down slightly in third quarter

Storer Broadcasting Co., Miami, last week reported its net earnings for the third quarter ending September 30 amounted to $702,584, down $30,000 from the corresponding period last year. Shares paid 28.4 cents each in 1961, as against 29.6 cents in 1960.

Total earnings for the first nine months of this year were down $800,000 from last year's total of $3,554,011 to $2,735,085. On a per share basis, Storer earned $1.11 to the end of the nine month period in 1961, compared to $1.44 last year.

The fiscal report also announced that the company had reached an agreement with Loew's Theatres Inc. for the purchase of WMGM New York.

The Storer stations are WGBS-AM-FM Miami, Fla.; WJBK-AM-FM-TV Detroit; WSPD-AM-FM-TV Toledo; WAGA-TV Atlanta; WJW-AM-FM-TV Cleveland; KGBS Los Angeles; WWVA-AM-FM Wheeling; WIBG-AM-FM Philadelphia; WITI-TV Milwaukee.

Equal time, New York style

WPIX (TV) New York, which carried a one-hour debate between Mayor Robert F. Wagner and his Republican opponent Louis J. Lefkowitz recently (BROADCASTING, Oct. 16), last week completed arrangements for providing equal time to other candidates. The telecast will be carried on Oct. 28 from 9-11 p.m. WPIX (TV) will make audio portions of the program available to radio stations, which may carry it in whole or in part and on a delayed basis, and to tv stations, which present it only on a delayed basis, in whole or in part. The minority candidates are Lawrence Gerosa, Citizens Party; Vito Battista, United Taxpayers Party; Richard Garza, Socialist Workers Party, and Eric Hass, Socialist Labor Party.

Democrat up in arms about GOP sponsorship

A high school football broadcast sponsored on WMMW Meriden, Conn., by a Republican organization Oct. 14, brought complaints last week.

The Republican Town Committee of Wallingford, Conn., which sponsored the game between teams from Wallingford and Cheshire, was criticized by Democratic leader William Bridgett, a candidate for Wallingford board of education membership. Mr. Bridgett said such sponsorship "is not proper for either Democratic or Republican organizations," and if elected, he will insist that the board take "firm action" on such matters. He said he could visualize high school football broadcasts being used to advertise "beer, liquor, or whatever a commercial sponsor chooses to sell to the public."

Don Laufer, WMMW general manager, said written permission for the broadcast had been obtained in advance from the school principals. He added that WMMW accepts no liquor advertising and would never consent to the sponsorship of high school games by unsuitable products.

'Spirit of alliance' urged in economic race

Both government and business must keep the economy expanding at its full potential if America is to win the economic "race to 1980" against Nikita Khrushchev's challenge, Robert W. Sarnoff, board chairman of NBC, told a meeting of the Executives' Club of Chicago Friday (Oct. 20).

Mr. Sarnoff referred to the Soviet leader's economic goals for 1980—multiplying Soviet industrial output sixfold—and warned that this "commits us to a race in which we dare not drift or lag." He observed that Russia already had passed the U. S. in annual investment in growth-producing industry and was pursuing a policy of total economic mobilization under government control.

He urged a "spirit of alliance" between government and business and "concrete action on both sides to further the national economic goals that may spell survival for the free world."

Tele-Broadcasters forms rep division

Tele-Broadcasters Inc., New York—owner of KALI Los Angeles, KOFY San Francisco, KUDL Kansas City and WPOP Hartford—has announced the formation of a new station representative division, Tele-Radio & Tv Sales Inc.

The sales arm will represent Tele-Broadcasters' two Spanish stations, KALI and KOFY, and specialize in national representation of Spanish radio and tv stations throughout the country. It will also offer new concepts in Spanish programming, jingles and commercials created and produced in their Mexico City studios. Warren A. Shuman is general manager of the firm.

ABC Radio adds WQSR

WQSR, which went on the air Oct. 10, has been signed as the ABC affiliate, for Syracuse, N.Y., bringing to 385 the total number of ABC stations.

The station, licensed to suburban Solvay, operating with 500 on 1320 kc, is owned and operated by Entertainment & Amusements of Ohio Inc., Myron H. Bolton, president.

SALINGER PRAISES RADIO-TV NEWS

Honored as 'Man of the Year' by The Pulse Inc.

Broadcasters are doing a bang-up news-and-information job in which they can take pride despite the barrage of criticism that's been directed against their general programming, Pierre Salinger, White House news secretary, said last week.

He said radio-tv are the media most depended upon for news and information, and that the responsibility for broadcast coverage of news is not theirs alone—that news sources themselves have a responsibility to cooperate, and that the Kennedy administration will do all it can in "breaking down barriers" so that radio-tv may have access on a par with other media.

Mr. Salinger offered these views in a speech accepting The Pulse Inc.'s "Man of the Year" award for 1961 at a luncheon attended by some 400 Pulse subscribers and other guests in New York on Wednesday. He was honored for his role in President Kennedy's use of television and radio during and since the 1960 campaign and especially in the decision to open presidential news conferences for live broadcasting.

He said President Kennedy is "following in the great tradition of talking directly to the American people" that President Franklin D. Roosevelt started in his "Fireside Chats." He discounted print media complaints that live broadcasting of presidential news conferences would be "hazardous" because it would publicize any mistakes the president might make in off-the-cuff answers. Actually, he said, if a president makes mistakes they're going to be known "around the world" anyway, whether on radio-tv or not.

Step Forward ▪ In any event, he said, "we believed it [live coverage of news conferences] was an essential step forward in preserving the freedom of communications."

The broadcaster, Mr. Salinger said, "is the guardian of the most powerful and effective means of communication ever designed, and more people depend on him for news, for information, for interpretation than on any other means of communication." He pointed out that the first half of this statement came from President Kennedy's speech to the NAB convention last May, the last half from a recent statement by FCC Chairman Newton N. Minow.

Mr. Salinger said that while he didn't want to "poach on Newton Minow's territory," he did have a few observations to make about recent general criticisms of broadcasting.

"Whatever else it has done," he said, "this debate certainly has focused attention on the job the networks and the stations have done, and are doing, in the fields of news, information and public affairs. I think it is highly significant, as well as gratifying, that the quality of the job being done is almost universally praised. . . .

"The broadcaster's skill, technical proficiency and news integrity have made history, and have made history come alive for us in a manner never before possible. . . ."

Quality vs. Quantity ▪ Mr. Salinger said that while "quality is not in controversy," quantity is—whether we are getting as much news and information, and debate and disagreement, as we need to arm us in these critical times." He said it was not his place to tell more stations to carry the presidential news conferences but that the public interest indicated by a recent Pulse survey suggested that more stations ought to consider carrying them.

He said this survey, conducted in New York where viewers have the maximum of seven programs to choose from, found that 90.2% of the respondents realized presidential news conferences are carried live, and that almost 85% had watched at least one and 80% had done so "on purpose" as opposed to tumbling onto it by accident.

Mr. Salinger

He also pointed out that only eight U. S. newspapers carry the transcripts of these news conferences.

Dr. Sydney Rostow, Pulse director, presided over the annual event, which marked the organization's 20th anniversary. He described two "new developments" now in operation at The Pulse (see next page).

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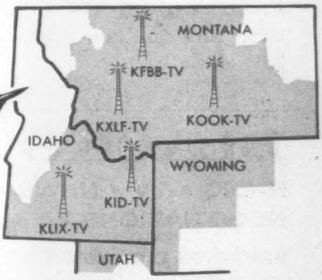

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'QUALITY' AUDIENCES

Potential of elite programs measured by Pulse service

A new service designed to show that relatively small audiences of "quality" television programs may be high in "quality" prospects for potential sponsors was reported last week by The Pulse.

Dr. Sydney Roslow, director of the survey organization, said this service and an unprecedented use of personal coincidental interviewing are two new developments now in operation at The Pulse.

He gave a brief glimpse of the developments during the annual Pulse Man-Of-The-Year award luncheon in New York last Wednesday (also see page 71). Details will be released later, he said.

Dr. Roslow said Pulse is the first to employ "personal, house-to-house coincidental interviewing in a continuing broadcast audience survey operation," has been doing so since March 1, and that this type of interviewing represents about 9% of Pulse's total sample. He said the technique has proved so successful that Pulse is now moving into a second phase, "paired coincidental technique," which will "double the effectiveness of the personal coincidental in our surveys."

Stanton's culture award

CBS President Frank Stanton was awarded the Cultural Leadership Award of the Sterling Silversmiths Guild of America in ceremonies Oct. 18 at the Museum of Contemporary Crafts in New York. Denham C. Lunt Jr., president of the guild, presented the award which is made annually to honor consistent and dedicated leadership in support of the creative arts in the U.S.

He described the audience-quality evaluation service as a "marketing survey of network television program audiences." This will be a thrice-yearly report on "every network program, dissecting it in terms of 30 product-use and socio-economic characteristics per report." In three reports thus far 75 characteristics have been covered, he said. He also reported that 20 companies have ordered such surveys during the last year.

In the current climate of widespread criticism of television programming, Dr. Roslow said, "there is a need to meet the unmistakable drive for a programming revolution with intelligence—in the face of an obvious intention to enforce standards.

"If sponsors are going to underwrite the new programs, they will want to see potentialities for their products in a program which, in all probability, would not attract huge audiences. If, as widely suspected, quality prospect for many types of products are found in high concentration among viewers of quality programs, companies *will* want to sponsor such programs, and this may be the best of all possible solutions to the programming revolution now erupting all around us."

He said Pulse believes in qualitative audience research "because we know in our hearts that it is the only way to take the emphasis and hysteria manufactured by the critics off of sheer numbers. We're just as dismayed as television critics or FCC commissioners by the tendency of some to attribute to ratings the be-all and end-all of programming decisions. We feel true conversion to numbers *plus* quality will give broadcasting the best of both worlds, and perhaps the first true freedom it has ever enjoyed."

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval*:

▪ KPRL Paso Robles, Calif.: Sold by Radio Station KPRL to Arthur C. Youngberg Jr. for $200,000. Mr. Youngberg owns a newspaper. KPRL operates fulltime with 250 w on 1230 kc.

▪ KZON Tolleson, Ariz.: Sold by Eldred O. Smith to Latin American Broadcasters Inc. for $85,000. Sole stockholder of assignee is Tele-Broadcasters Inc., licensee of WPOP Hartford, Conn.; KDUL Kansas City; KALI San Gabriel, and KOFY San Mateo, both California. KZON operates with 250 w on 1190 kc. Broker was Wilt Gunzendorfer.

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* For The Record, *page* 83).

▪ KRGV-AM-TV Weslaco, Tex.: Granted sale from The LBJ Co. to Kenco Enterprises Inc. (Bruce Lee and John A. Kennedy, publisher of Sioux Falls, S. D., *Argus-Leader*) for $1.4 million.

▪ WEOA Evansville, Ind.: Granted sale from WEHT Inc. to J. B. Fuqua (WJBF [TV] Augusta, Ga.) for $75,000 and $48,000 for agreement not to compete within 50 miles of Evansville for three years.

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Bright outlook for fm cited by FCC's Lee

The future of fm is "very good indeed," FCC Commissioner Robert E. Lee told the seventh Wisconsin FM Station Clinic in Madison.

He pointed to the tremendous increase in fm stations over the past few years, recent developments in stereo broadcasting and current commission rulemaking designed to greatly increase the possible number of fm stations in predicting great things for the future. Adoption of stereo standards last spring was made possible through active participation by the industry and is another example of "government cooperating with its citizens for the common good," Commissioner Lee said.

To those critics of broadcasting who urge more active government participation and even ownership, the commissioner stated: "The good music fm stations across the land are dramatic refutation of this belief . . ." that the government should operate stations rather than private industry. "The American broadcast system, along with its human faults, has been primarily responsible for the greatest cultural revolution in modern times."

Commissioner Lee said that he is not disposed to "even study, let alone approve, stereo in the am band." He proposed, however, the allocation of television vhf ch. 6 to fm to increase the potential of the latter and to make the fm band continuous. He said that personal discussions with businessmen, attorneys and engineers satisfy him that such "deliberate and bold courses of action are required."

TOA to keep fighting pay tv, says Stembler

A pledge to continue the fight against pay tv was part of a five-point inaugural program presented by John H. Stembler, incoming president of the Theatre Owners of America. At a closing-day session of the 14th annual TOA convention in New Orleans (BROADCASTING, Oct. 16). Mr. Stembler also promised to work toward TOA's continued growth and to keep trying to increase motion picture products, encourage closer relationships between various branches of the film industry, and strive for good taste and discretion in motion picture production.

John H. Rowley, president of the Rowley-United Theatres, Dallas, Tex., said International Telemeter chose Little Rock as the site for its wired pay tv system to elicit quoted telephone company cable tariff rates. He said Telemeter had tried unsuccessfully for five years to get such rates quoted.

Midwest Video Corp., which holds a Telemeter franchise for Little Rock, earlier in the year petitioned Southwestern Bell Telephone & Telegraph Co. to set up a rate schedule for installing and servicing a pay tv system. Last July the three-man Arkansas Public Service Commission ordered the telephone company to issue such rates (AT DEADLINE, July 31). The ruling was appealed by several movie exhibitors and is still pending in Arkansas courts.

Telemeter granted the Midwest Video franchise, Mr. Rowley charged, because it "hoped that Midwest could break down the telephone company resistance."

Canadian calls for U.S. owned tv network

The establishment of a live publicly supported television network in the U.S. was suggested by E. S. Hallman, vice president, programming, for the Canadian Broadcasting Corp., in a speech before managers of 58 non-commercial stations affiliated with the National Educational Television & Radio Center in New York last Friday (Oct. 20).

Mr. Hallman noted in the U. S. there is a tradition of public highways, public education, public power and other public enterprises and added: "Surely it is not utopian to envisage the establishment of a live publicly supported television network in the United States."

He claimed that television is different from the print media and requires public financing to "discharge its essential social obligations and to realize its full service opportunities to the community." He added, "I would go so far as to suggest that a public network is necessary."

The three-day meeting opened Thursday (Oct. 20) with a report from John F. White, NETRC president, that $3,735,130 has been received by the center from various business organizations since September 1958 (this figure does not include substantial grants made by the Ford Foundation and the Fund for Adult Education).

He also announced that NETRC is holding conferences with top government officials on a plan that would utilutilize etv stations or civil defense.

KGA joins CBS Radio

KGA Spokane, a 50-kw station fulltime, joined CBS Radio as the network's primary affiliate Oct. 16. KGA replaces KXLY there, according to William A. Shudt Jr., CBS Radio's vice president for affiliate relations. KGA had been affiliated with ABC Radio and is owned by Gran Broadcasting Co. Arthur M. Vogel is vice president and general manager. ABC Radio reportedly is negotiating in Spokane for a new affiliation.

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WMAL's training course provides versatile staff

A recurring station problem—coping with the personnel turnover common to the industry—has been solved by WMAL-AM-FM-TV Washington through an intensive training program.

"It may seem incredible to turn a floorman into a tv salesman, until you know the key," according to Fred S. Houwink, general manager. "We recently filled four important posts with graduates of our two-year course, which gives them a working understanding of all radio and tv departments."

The program was started in 1955, Controller Dick Stakes recalled, but it didn't work out satisfactorily at first as department heads resisted interdepartment transfers of trainees or channeled important work to regular staffers. It was clear the executives had to be trained to train the trainees.

After a series of conferences, plus participation by station executives in American Management Assn. conferences, department heads developed enthusiasm for the plan. Right now 16 young men from 12 different colleges and universities are taking the training program under direct supervision of various department heads.

Theodore N. McDowell, program director, training officer for the project, recalled "a wonderful surge of morale" once the program was working efficiently. The complete program starts with a brief orientation period. The trainee then goes through this basic routine: tv production, 26 weeks; film department, 26 weeks; tv programming, 3 weeks; radio programming, 6 weeks; radio promotion, 6 weeks; controller's office, 6 weeks; radio sales, 6 weeks; tv promotion, 6 weeks; tv sales, 6 weeks; engineering, 6 weeks; news-public affairs, 6 weeks. In addition the trainee spends a week analyzing the operations of a major advertising agency.

The schedule is flexible, and is adjusted to the interests and response of the trainee. Training positions are available at WSVA-AM-TV Harrisonburg, Va., also owned by the Evening Star Broadcasting Co. A former trainee heads national sales at the station.

Trial Period ▪ "After a man has been in the program three months," Mr. McDowell said, "we meet with department heads to evaluate his performance and determine if he is seriously bent on a broadcasting career and has the necessary qualifications." Some are dropped at this point. Not every graduate is placed in the organization but effort is made to obtain positions elsewhere.

The top executive echelon at WMAL includes these program graduates: Andy Ockershausen, WMAL radio manager; Herb Victor, tv production manager; Dick Stratton, film director; Charles Macatee, tv sales; Thom Winkler, news-public affairs director; Hank Wilson, newsman; Bob Goodwin, accountant; Dick Eury, radio sales coordinator. In addition, the entire roster of directors came from the program. "It's our policy to promote from within," Mr. Houwink said.

"There isn't one who can't take off one hat and put on several others," Mr. Stakes observed. And Mr. McDowell added, "When one of our directors needs a filler at the end of a feature he doesn't have to put in a frantic phone call to someone to find out what to put on and where to find it."

The station executives and trainees hold a seminar every three months to review broad industry problems such as NAB codes, FCC, industry developments and Capitol Hill developments.

Mr. Houwink summed it up this way, "The program brought us a pushing up from the bottom. The entire operation is on its toes. We have a bright, imaginative group of young men skilled in every facet of our broadcasting business."

ATAS radio counterpart formed in Chicago

Radio counterpart of the Academy of Television Arts & Sciences has been organized in Chicago as the American College of Radio Arts, Crafts & Sciences and a "Radio Hall of Fame" has been founded with a site donated by Chicago's Conrad Hilton Hotel.

Local broadcast, agency and advertiser executives make up the officers and board of regents of the college with Donald N. Mann, manager of special projects, WBBM Chicago, as president. Purpose of the college is to "fill the need in the field of radio broadcasting for proper recognition of the continuation of the development of radio as an art, craft and science and to bring to public attention a greater appreciation of its growing stature in America and abroad."

The hall of fame seeks to "commemorate the spectacular history of radio and through it, the creation of suitable awards, grants-in-aid, scholarships, fellowships and the encouragement of institutions of higher learning to create departments, or chairs of learning to promulgate the purposes hereof." The college will be national, its founders said, and will have chapters in other cities.

Funds will be obtained through individual memberships, endowments, contributions and profits from such events as the first local awards dinner banquet scheduled for Dec. 12 in Chicago.

Vice presidents of the new college include Christopher Cross, Grant Adv.; Jim Conway, radio-tv personality; Richard Doney, assistant dean, college of liberal arts, Northwestern U., and Charles Zeller, Guenther-Bradford & Co. Ruth Leach of McCann-Erickson is secretary. Max Call, Jos. Schlitz Brewing Co., is treasurer. Regents in addition to officers include: Dr. Seymour Banks, Leo Burnett Co.; Armand Belli, WLS Chicago; Buddy Black, WEBH (FM) Chicago; Les Brown, Chicago bureau chief of *Variety;* Robert Brown, WMAQ Chicago; Aaron Cushman, Aaron Cushman & Assoc.; E. Robert Entwistle, Quaker Oats Co.; Ed Fitzgerald, J. Walter Thompson Co.; Marvin Frank, W. B. Doner & Co.; Eloise Kummer, radio-tv personality; John E. Mosman, J. Walter Thompson Co.; Judge Harold W. Sullivan; Daniel T. Pecaro, WGN Chicago; Art Thorsen, WBBM; Ed Wallis, WIND Chicago, and Dick White, executive assistant manager, Conrad Hilton Hotel.

PRO rep firm organized

A new station representative firm has been established with the goal of selling only for stations in medium and small markets. The company, Prestige Representation Organization (PRO), New York will be headed by Sam Brownstein, formerly national sales manager of Broadcast Time Sales Inc., New York. PRO, located at 550 Fifth Ave. (Circle 6-7230), now represents 15 radio stations.

Share-time schedule revamped

A major change in the share-time broadcasting arrangement between WIBW Topeka, Kan., and KSAC Manhattan, Kan. (Kansas State U. educational station), has been instituted.

Under the agreement, KSAC increases its broadcasting week from 20 hours, 30 minutes to 23 hours and 45 minutes. It will broadcast from 12:30-5:15 p.m. daily plus all regularly scheduled Kansas State football games on Saturday. WIBW will have access to all other times.

Successful radio based on management—Baxter

Management responsibility is the basis of successful radio programming, Lionel F. Baxter, radio vice president of Storer Broadcasting Co., said in an address to the Alabama Broadcasters Assn. meeting in Tuscaloosa. He advised managers to go out into their markets, talking to all types of people and studying characteristics of individuals and groups. "The more you know about the people you serve, the less luck will play in putting your station on top of the town," he said.

Senators offer games to radio stations

The Washington Senators baseball team this week is announcing the opportunity for radio stations to join its 12-state 130-station network at what the team terms "an extremely nominal fee."

According to Robert Best, the team's director of radio-tv operations, the offer is being made in various package forms:

- Play-by-play and a post game show.
- Play-by-play, pre-game show and post game show.
- Play-by-play, pre-game show, post game show, a daily half hour sports show and a new syndicated show, *The General Manager Speaks,* in which the Senators' general manager will answer questions from fans.

The network, stretching from Waynesboro, Pa., to Miami, one of the largest in the country, contains 60 stations from the state of North Carolina alone.

According to Mr. Best, the Senators are near accord on negotiations which would increase their television network from WTOP-TV Washington and WSVA-TV Harrisonburg, Va., to a total of 16 stations in six states.

The offer for stations to join the Senators' network has been extended to Dec. 15. Mr. Best stressed the fact that other extras would be available to accepting stations. One, he said, is the broadcast of one of the annual All-Star games which will be played in Washington. All inquiries should be made to Mr. Best, care of the Senators.

'Dr. 16 call surgery'

KORL Honolulu has added a new aspect of community affairs programming to its format with a system to notify area physicians when they are needed at local hospitals.

According to Dan Collins, the station's director of operations, a physician can be anywhere in the area and still be reached if he has a radio nearby.

The plan works like this: A Physician's Exchange has been established with all doctors being given a number. If one is ever needed, the exchange calls the station, gives the announcer the doctor's designated number and it is broadcast as "Doctor #— call the Physician's Exchange." The message is repeated until the doctor is located.

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KNX, KTLA(TV) win top 'Gold Mike' awards

Honors for the best overall broadcast news operations in Southern California went to KNX Los Angeles for radio and KTLA (TV) Los Angeles for television when the Radio & Television News Assn. of Southern California made its 12th annual "Golden Mike" awards. Of the 17 awards made, KNX received four, KTLA and KRCA (TV) Los Angeles three each, to head the list of winners. Special commendations were presented to California Gov. Edmund G. Brown, Mayor Samuel Yorty of Los Angeles and State Assemblyman Tom Carroll, who guided through the state legislature a bill giving broadcast newsmen the right to refuse to reveal a news source, for their services to broadcast journalism. Judges for this year's awards were: Hubbard Keavy of Associated Press, Henry Rieger of United Press International and Charles Riley of City News Service.

Radio awards and their winners were:

Best regular newscast—KMPC for 12 *Noon News;* best news writing—Paul Udell, KNX, for *Frank Goss News;* best sports news program—*Tom Harmon's Sports Final* on KNX; best special news report—John Hart, KPOL Los Angeles, *Finch-Tregoff Decisions;* best commentary—Mr. Hart and KPOL for *John Birch Society;* best documentary—KNX for *Black Muslim Report;* most outstanding support of a radio news operation—KMPC Los Angeles; best overall news operation—KNX.

In television the awards and their winners were:

Best regular newscast—KNXT(TV) Los writing—Ed Hakker, KRCA, for 11 *P.M. Jack Latham News;* best regular sports program—*Chick Hearn, Sports* on KRCA; best special news report—KTLA for *Airplane Landing on Golden Gate Freeway;* best news film cameraman—Gene Barnes, KRCA, for *Laguna Beach Claim* and *Mint Canyon Fire;* best commentary—*Harold Keen's News Room,* KFMB-TV San Diego; best documentary—KABC-TV Los Angeles for *While the City Sleeps;* most outstanding support of a news operation—KTLA; best overall news operation—KTLA.

Jury trial possible in suit against Bartell

A $650,000 civil suit brought by WYDE Inc. and WAKE Inc. against Bartell Broadcasting Corp. probably will go to jury trial, but the court must first rule on a motion to return the case to the New York Supreme Court.

The suit, filed in the state supreme court, was removed on Aug. 18 to the U. S. District Court, Southern District of New York. Milton Pollack, attorney for the plaintiff, said Oct. 11 a motion was being prepared to seek return of the case to the state court on the ground that the parties concerned are New

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The purchasers of Bartell Broadcasting's WYDE Birmingham and WAKE Atlanta brought suit for $650,000 for "alleged misrepresentation and material nondisclosures in connection with certain financial data relative to the sold stations that allegedly were furnished to the plaintiffs" (BROADCASTING, Oct. 9). Bartell denied the charges.

The group which purchased the stations last year (Ira M. Herbert, Emil Mogul, Louis Fried, Irving T. Siegel and their associates) charged in their complaint that the logs of the stations "did not accurately and correctly reflect the operation (WYDE and WAKE) and the source and number" of all monthly sales.

The complaint also charges: "Based on allowable commercial announcements as determined and prescribed by said applicable laws, rules, regulations and requirements," the radio stations had no cash flow, no profit, and their sales were from 20% to 30% less than Bartell had stated.

The plaintiffs also claim that on Aug. 26, 1960, WAKE was worth $300,000 "less than it would have been" had the defendants' statements and representations been true. Similarly, the plaintiff seeks damages of $350,000 in the purchase of WYDE for total damages of $650,000.

Originally, the purchasers of the two stations agreed to buy WYDE for $525,000 and WAKE for $500,000, the complaint says. The written contract was conditioned on obtaining FCC approval of the transfer within six months. As a condition to extending the time to obtain FCC approval, and to continue the effectiveness of the contracts beyond the six-month period, Bartell Broadcasting and the individual defendants (the brothers Gerald, Lee, David and Melvin Bartell) "demanded" increases in the sales prices and other changes in terms of the contracts, according to the complaint. The prices were increased to $575,000 for WAKE and $645,000 for WYDE. WYDE Inc. and WAKE Inc. took title to the stations on Oct. 24, 1960, after the FCC approved the ownership changes on Sept. 14, 1960.

The defendants' answer to the complaint, filed Sept. 21 in the federal court, denied all charges of misrepresentation and nondisclosures and stated that the complaint "fails to state a claim against the defendants upon which any relief can be granted."

Another goes underground

WYDE Birmingham, Ala., has announced the construction of an emergency concrete fallout shelter on the grounds of the station's studios atop Red Mountain. The underground shelter will be equipped with a self-contained power unit and a small transmitter which will be used to activate the 50 kw emergency power supply at the main transmitter at Tarrant City. In the event the main studios are destroyed or become inoperable, the shelter unit will be used to broadcast Conelrad and civil defense information and instructions. Mounted outside will be a geiger counter to measure radiation; a periscope from the shelter will enable it to be read in safety. WEAM Arlington, Va., and WGIV Charlotte, N.C., three weeks ago announced their plans for underground stations (BROADCASTING, Oct. 9).

INTERNATIONAL

HOW MUCH IS PAY TV COSTING?

Paramount head says Etobicoke weekly losses are $3,500

More fuel was added last week to the controversy raging over International Telemeter's costly pay-tv experiment in Etobicoke, Canada.

Barney Balaban, president of Paramount Pictures Corp., parent company of Telemeter, flatly refuted a claim that the pay tv test is piling up losses of $11,000 a week. Instead, he said, weekly losses before depreciation are currently no more than $3,500. Mr. Balaban added that even if amortization of all the projects' facilities were taken into account, the total weekly loss for the operation is still less than $7,500.

The figures were cited in a letter Mr. Balaban wrote to answer charges made by a former director of Famous Players Canadian Corp., Ltd. a company which is 51% Paramount owned. Famous Players is the parent company of Trans-Canada Telemeter, operator of the wired pay-tv franchise in Etobicoke.

Norman S. Robertson, who was a director of Famous Players for 20 years, resigned earlier this month because of what he said were efforts by Paramount to "milk" his company (AT DEADLINE, Oct. 9). Among other things Mr. Robertson said that the 20-month-old pay-tv test is losing $11,000 a week and that Canadian shareholders of Famous Players were not informed of the losses. Almost immediately Paramount revealed that it had agreed as of last January to assume "all further expenses" of the experiment.

Mr. Balaban's letter rebutting the charges was sent last week to John J. Fitzgibbons Sr., president of Famous Players. It also was released publicly. In his letter Paramount's president, reasserted his faith in the eventual success of the Canadian experiments and said further moves would be made in other major tv markets.

He also said that it was still too early for the results of the test to be judged by profit or loss figures, and that the pay tv costs were considered as expenditures for research and experimentation in a new medium.

"It costs money to make these tests and to maintain a proving ground for testing purposes," Mr. Balaban added. That is why, he indicated, that Paramount agreed to shoulder the entire financial burden of the Etobicoke operation.

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ABC International moves into the Philippines

ABC's expanding overseas tv activities last week extended into the Philippines.

Donald W. Coyle, president of ABC International Television Inc., and Loreto F. Stewart, president of the Republic Broadcasting System in the Philippines, announced an agreement by which programming, engineering and sales assistance will be supplied by ABC to Republic Broadcasting's new DZBB-TV Manila, which is to start operations soon on ch. 7. Republic also has received licenses for other tv and radio operations.

Mr. Coyle, who said the agreement marks the first time a U. S. broadcasting company has joined in a Philippine tv venture in an equity position, added that ABC International will act as the new station's advertising sales and program purchasing representative. ABC's other tv interests in the Southeast Asia-Pacific area include minority interests in JOEX-TV Tokyo and JOOR-TV Osaka, both Japan, and also a minority interest in News Ltd. of Australia which operates NWS-TV Adelaide.

Abroad in brief...

Package sale ▪ *By-Line Steve Wilson,* originally telecast as *Big Town,* has been sold for theatrical exhibition throughout the Union of South Africa by M. & A. Alexander Productions, Hollywood. The package contains 39 half-hour programs, which will be shown as short subjects in South African theatres.

Global news ▪ WRUL New York (international shortwave) has started to broadcast a new series of five-minute programs, titled *Globalcast,* which will present the background to, and significance of, news-making events. The program will be beamed from 12:25-12:30 p.m., Mon.-Fri., to Europe and Africa, and 6:25-6:30 p.m. to Latin America. The series is being produced by Worldwide Broadcasting, operator of WRUL, in association with Broadcast Editorial Reports, and will feature such commentators as Louis P. Lochner, Vincent Sheehan, Will Oursler, Ansel Talbert and Eugene Lyons.

Tv package deal ▪ A packaged television station with a range of 10 miles for outlying communities of about 30,000 people is being offered by Pye Canada Ltd., Ajax, Ont., subsidiary of a British electronics company, for $68,000. For this sum the station includes a 100-watt transmitter, two cameras, four microphones, monitoring and mixing equipment, two 16 mm telecine units with slide projectors, two transcription-phonograph units, monitoring loudspeaker, and two equipment cubicles. The entire station takes up a space of 20 by 20 feet. It can also be used for closed-circuit telecasting and for classroom purposes.

Million in East Germany ▪ The total number of registered tv sets in East Germany exceeded 1 million in May this year, according to "official" statistics. On June 1 there was reportedly a total of 1,234,889 sets in operation. Tv in the "East German Democratic Republic" is state-operated.

FATES & FORTUNES

BROADCAST ADVERTISING

Ronald McCulloch and **Eugene A. Raven,** account supervisors on Equitable Life Assurance Society of the U.S. and Trans World Airlines domestic account, respectively, at Foote, Cone & Belding, New York, elected vps of agency. Mr. McCulloch joined FC&B as account executive on the Edsel car account in Detroit and Chicago offices and in 1959 was transferred to New York on Equitable Life Assurance of U. S. account and subsequently was named supervisor. Mr. Raven formerly was vp and account supervisor on KLM Dutch Airline and Trans Texas Airline accounts at Erwin Wasey, Ruthrauff & Ryan, New York.

Mr. McCulloch

Mr. Raven

Jack Manning, brand manager on Beecham Products in New Jersey, joins Norman, Craig & Kummel, New York, as account executive on Colgate-Palmolive Co. household products.

Onofrio Paccione, vp and art director at Grey Adv., New York, resigns to become executive vp and creative director at Leber & Katz, that city. Leber & Katz, effective Nov. 1, will become Leber/Katz/Paccione Inc.

Robert Wheeler, art director at Young & Rubicam, Los Angeles, elected vp of Los Angeles office. Mr. Wheeler joined Y&R in 1940 and has worked in various capacities in art department.

Donald R. Stimble, advertising manager, Quaker Oats Co., Chicago, joins Leo Burnett Adv., that city, as account executive.

Robert C. Brinsmaid appointed advertising manager for Ready-to-Eat cereals, division of The Quaker Oats Co. Mr. Brinsmaid joined Quaker Oats in 1950 as retail salesman in Syracuse, N. Y., office.

Bernice G. Preisser, merchandising group supervisor for Ketchum, MacLeod & Grove, New York, named to newly created post of consumer marketing director.

Norman K. Carrier, formerly with Young & Rubicam, Chicago, joins MacFarland, Aveyard & Co., that city, as chief radio-tv time analyst and buyer.

James D. Moos joins Norman, Craig & Kummel, Chicago, as copy-contact on Willys Motors account. He formerly was with Geyer, Morey, Madden & Ballard, New York.

Leo B. Pambrun, director of advertising for Pacific Airmotive Corp., Hollywood, joins Charles Bowes Adv., Los Angeles, as account executive.

Mr. Rupp

Mr. Crutchfield

J. Ralph Crutchfield, assistant sales manager for the American Research Bureau, Beltsville, Md., named station sales supervisor. **James Rupp,** ARB's southern regional sales manager, appointed marketing director of station services.

Edward F. Cauley, former marketing executive on Listerine for Lambert &

United Press International
Facsimile Newspictures and
United Press Movietone Newsfilm
Build Ratings
1

Feasley and account group head for Coty at BBDO, both New York, joins Edward H. Weiss, Chicago, as account supervisor on Kings Men account.

Lewis P. Birchfield, station manager of WFAI Fayetteville, N.C., and **Reynold Fischmann,** who was on sales staff of WHIZ-TV Zanesville, Ohio, appointed regional managers in member service department of Radio Advertising Bureau. Mr. Birchfield will cover Southeast and New England areas and Mr. Fischmann will be in charge of stations in Midwest.

Ray Connors, general manager, Philip Lesley Co., pr firm, Los Angeles, resigns to head newly organized public relations department of MacManus, John & Adams, that city.

Leonard A. Schindler, general manager, WOKY Milwaukee, to James Jeffords Adv., that city, as vp in charge of new business.

George Roberts, personnel manager at Revlon Inc., New York, joins Sullivan, Stauffer, Colwell & Bayles, that city, as personnel director.

Martin Narva, assistant media director in media department at Lennen & Newell, New York, named associate media director. **Michael Keenan,** media buyer at Foote, Cone & Belding, that city, succeeds Mr. Narva.

Randolph Hernandez, senior project coordinator for Marketing Merchandising Research, New York, joins research department of Fuller & Smith & Ross, that city, as senior project director.

Bob Dahlquist, art director of Paramount Television Productions, Hollywood, appointed production director for Freberg Ltd., that city, advertising consultant firm.

Elizabeth C. Elder, copywriter, Marshall Field & Co., Chicago, joins D'Arcy Adv., St. Louis, in similar capacity.

Robert S. Edwards, senior copywriter, D. P. Brother & Co., Detroit, promoted to group creative supervisor.

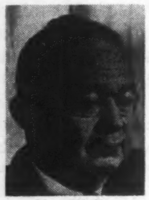
Mariano Guastella, former head, Publicidad Guastella, advertising and marketing agency, Cuba, and branches in Mexico and Spain, opens newly-established office bearing his name at 260 Madison Ave., New York.

Forrest H. Respess to Bird Adv., Indianapolis, as radio-tv director. He formerly was producer-director at WLWI (TV), that city.

Richard D. Kudner named advertising manager of Champion Spark Plug Co., Toledo. He was senior account executive on B. F. Goodrich account for BBDO, New York.

White joins CBS News

Theodore H. White, distinguished journalist, writer and editor (author of *The Making of the President 1960*), named consultant on creative planning at CBS News. Presently, he's engaged with CBS News' President Richard S. Salant and VP-General Manager Blair Clark on planning election for 1962. Mr. White, a foreign correspondent with 15 years experience in Europe and Asia, has written *Fire in the Ashes, The View from the Fortieth Floor, Thunder Out of China* (with Annalee Jacoby), and *Mountain Road.*


Mr. White

During his career, Mr. White has served as chief of *Time* magazine's bureau in China, senior editor of the *New Republic,* European correspondent of *The Reporter* and national correspondent of *Collier's* magazine.

THE MEDIA

Mr. Whitsett

Mr. Baron

Alvin G. Flanagan resigns as president of broadcast division of Nafi Corp. and president and general manager of KCOP (TV) Los Angeles, in order to be free to complete negotiations for another position in Los Angeles broadcasting, expected to be announced shortly. **William Whitsett,** administrative vp of KCOP, becomes president and general manager of station. Post of president of broadcast division is being eliminated, with station managers reporting directly to Nafi Corp. Before joining Nafi, Mr. Whitsett was general counsel for Mutual-Don Lee in Hollywood. **Amos T. Baron,** general sales manager of KCOP, has been elected a vp of the station.

Frank Furbush and **D. D. Tucker** elected vps of Meredith Publishing Co., Omaha. Mr. Furbush has served as assistant to president since 1945. Mr. Tucker has been director of advertising since August, this year. **Fred Bohen,** president of Meredith Publishing Co., parent organization of Meredith Broadcasting Co. (licensee of KCMO-AM-FM-TV Kansas City, Mo., KPHO-AM-TV Phoenix, WOW-AM-TV Omaha, WHEN-AM-TV Syracuse, and KRMG Tulsa), elected to board of directors. Other officers elected: **Payson Hall,** firm's executive vp; **L. H. Mugge,** senior vp; **E. T. Meredith Jr.,** vp; **J. P. Eves,** vp; **O. G. Schaefer,** vp; and **R. S. Oldberg,** senior member of McDermott, Will & Emery, Chicago law firm.

Paul E. Gilmor, manager of WHBC-AM-FM Canton, Ohio, elected director and vp of Ohio Broadcasting Co. (licensee of WHBC), subsidiary of Brush-Moore Newspapers Inc. Mr. Gilmor joined station in 1946 as salesman, became sales manager in 1949, and was named manager of station in January of this year.

John S. Hansen, general manager, KPTV (TV) Portland, Ore., elected president of licensee Oregon Television Inc., subsidiary of Nafi Corp.

Sheldon Van Dolen, account executive with Blair Assoc., New York, named general manager of WBFM (FM), that city.

Robert M. O'Brien appointed administrative assistant to vp and general manager of KGMS Sacramento, while continuing regular duties as account executive.

Hugh T. Cardenos, formerly of KRSI St. Louis Park, Minn., to KUXL Golden Valley, Minn., as program director and news editor.

E. J. Hahn, commercial manager, WABJ Adrian, Mich., promoted to station manager.

Frederick G. Harm, general manager of WJJD Chicago, has resigned and will announce future plans soon. He had been with WJJD for 25 years.

Mr. Sigmon

Loyd Sigmon, vice president, Golden West Broadcasters (KMPC Los Angeles, KSFO San Francisco, KVI Seattle), promoted to executive vice president, heading three stations. He continues also as KMPC general manager.

George Palmer, Cincinnati radio-tv personality, named general manager of WSAI-FM, that city.

Wayne Muller, former sales manager of KBIG Santa Catalina, Calif., promoted to vp of sales for John Poole Broadcasting Co., Hollywood (licensee of KBIG).

James Pratt, formerly with art department of WFAA-TV Dallas, and recently radio-tv director for Taylor-Norsworthy Adv., that city, returns to station as operations manager.

Richard B. Barnhill, operations coordinator for WNBC-TV New York, named manager of operations.

Vic Ludington, director of local and regional sales of WSPA-TV Spartanburg, S. C., named assistant manager. Previously he was sales manager of WLYH-TV Lebanon, Pa. **Charles Lineberger,** formerly with program and production departments of WBTV (TV) Charlotte, N. C., joins WSPA-TV as director of programs and operations succeeding **James Hobbs,** resigned.

Dick Hunter, Hollingbery Co., elected president of Radio & Television Representatives Assn. of Atlanta. Other officers elected: **Joe Sierer,** Edward Petry & Co., vp; **John Hicks,** H-R Reps, secretary - treasurer. **Frank Rice, Dutch Savage, Dick Walker** and **Bill McRae** elected to board of directors.

Robert Barone appointed producer-director for WQED (TV) Pittsburgh, etv station, succeeding **Samuel Francis** (BROADCASTING, Oct. 16). **Robert Whitnah** named assistant chief engineer and **Frank Miele** to engineering crew chief in charge of video-taping.

Bruce Ruhlen, former studio manager, promoted to director at WJRT (TV) Flint, Mich. **Ron St. Charles** succeeds Mr. Ruhlen as studio manager and **Wayne Wells** named lighting director. **Gerald Gehl,** former student in Michigan State U.'s radio-tv department, joins WJRT's production crew.

David Green, former vp of KXTR-FM Kansas City, Mo., to KMBC, that city, as director of advertising and promotion.

Warren S. Doremus appointed director of news and public affairs, WHEC-AM-TV Rochester, N. Y., newly created post. **Frederick W. Hodge,** former program director and acting manager of WENY Elmira, N. Y., succeeds Mr. Doremus as program director of WHEC.

Rob Downey named director of public affairs programming for WMSB (TV) Onondaga and WKAR-AM-FM East Lansing, both Michigan. **Jim Adams** succeeds Mr. Downey as news director of WMSB (TV). **Jack Hogan** appointed news director of WKAR. (Both stations are licensed to Michigan State U.)

Jerome J. Klasman, formerly of WMAR-TV Baltimore, joins WTOP-TV Washington, D. C., as account executive, succeeding **Hal Teagle,** resigned.

Dudley W. Faust, administrative sales manager of CBS New York, joins sales department of WPIX (TV), that city, as account executive.

Robert A. Frank, account representative for CBS-TV Sales Service, New York, joins sales department of CBS Radio, that city, as account executive.

Mr. Wogan

Mr. McCormick

Robert Wogan, program operations manager for NBC, New York, named director of programs. **Marvin McCormick,** treasurer and controller for Virginia Metal Products Inc., Orange, Va., appointed business affairs director for NBC owned stations and NBC Spot Sales in New York.

George Wallace, sales manager, appointed general manager of KCUB Tucson, Ariz.

John J. Kelly, client relations director for tv spot sales department, CBS New York, joins CBS Radio network sales department as account executive.

John Brannon Jr., Nick Nixon and **Larry Vance** join WQXI Atlanta as account executive, continuity director and air personality, respectively.

William Keup, account executive at Crosley Broadcasting Corp., Chicago, joins AM Radio Sales Co., station rep, that city, in similar capacity.

Jack A. Scott, former account executive with WTVN Columbus, Ohio, appointed to WTVN-TV in similar capacity.

Jack Davies, former account executive at KIRO-TV Seattle, joins KING-TV, that city, in similar capacity, succeeding **John Jessup,** deceased.

Dick Gove, promotion manager, **Clint Mason,** regional sales manager, and **Ken Saunders,** staff announcer, all of WMTW-TV Poland Springs, Me., have been called to active duty.

Robert A. Fishman, commercial manager, WAMS Wilmington, Del., joins local sales staff of WTTG (TV) Washington, D. C.

Ronald E. Mires, news director, WTTH Port Huron, Mich., to WHAM Rochester, N. Y., in similar capacity.

William Manning named sales manager of KCPX (TV) Salt Lake City. He previously held similar position with KMUR Murray, Utah.

Donn Shelton, former audience promotion manager of WJBK-TV Detroit, named promotion manager of WITI-TV Milwaukee.

Daniel P. Galogley, account service representative in station clearance department for ABC New York, appointed to newly-created post of station clearance manager for ABC Radio.

Ray Durkee, assistant program manager at KTLN Denver, named program manager of KRIZ Phoenix, sister station, succeeding **Michael D'Arcy,** resigned. **Warren Maus,** KRIZ account executive, appointed sales manager, succeeding **Bert Martin,** resigned.

Robert H. Van Roo, formerly promotion manager of WITI-TV Milwaukee, to WBKB (TV) Chicago as director of research and sales development.

Jack L. Currey, formerly account salesman with Pillsbury Co., Minneapolis, to KCPX-TV Salt Lake City as account executive.

Robert M. Wagner named to head

KUDL
where kansas citians meet for a
TREAT!
Irv. Schwartz
V. P. & Gen. Mgr.
Adam Young, Inc.
Nat'l. Rep.

newly established WDSU-TV New Orleans news bureau in state capitol at Baton Rouge.

James L. Neal named acting news director for KVOO-AM-TV Tulsa. **George Martin** promoted to assistant news director.

Mr. Weinig

Daniel P. Weinig, vp and general manager of WPRO-AM-FM Providence, appointed to newly-created post of assistant to president of WPAT Paterson, N. J. (both stations are owned by Capital Cities Broadcasting Corp.). Earlier, Mr. Weinig had been account executive at WINS New York, eastern radio sales manager for Storer group and account executive with The Katz Agency.

Jim McAleer, weekend producer supervisor at WOR-TV New York, named daytime production supervisor. **Bob Garrity,** program director at WFYI Garden City, New York, succeeds Mr. McAleer. Mr. Garrity previously served as WOR's first flying traffic reporter.

James T. Lynagh, former production manager of WTOL-TV Toledo, named program director of KTAL-TV Texarkana, Tex.-Shreveport, La. Other staff appointments: **Gene Linder,** production manager; **Carl Tibbetts,** promotion director; **James S. Dugan,** sales director; and **Earl Lotridge,** news director.

Richard J. Kelliher, national sales manager for two RKO General stations (KHJ Los Angeles and KFRC San Francisco), New York, joins WNEW Radio National Sales, division of Metropolitan Sales, as midwestern manager in Chicago.

Claire R. Horn, sales development manager of WOR-AM-TV New York, joins The Daren F. McGavren Co., that city, as research and planning director.

Ron Truax, former announcer for WYCA-FM Hammond, Ind., to WKAK-FM Kankakee, Ill., as program director.

James Hoffman named director of merchandising and promotion, KTTV (TV) Los Angeles, succeeding **Jack O'Mara,** who joins Television Bureau of Advertising as director of western division. Mr. Hoffman joined station in 1952 as account executive and was later appointed assistant national sales manager.

Paul Sommerkamp, sportscaster at WCKY Cincinnati, joins pr division of Farson, Huff & Northlich, advertising and pr agency, that city, while continuing as sportscaster at WCKY.

PROGRAMMING

Monroe M. Rifkin, secretary-treasurer of TelePrompTer Corp., New York, named to new post of vp and assistant to president. Mr. Rifkin previously was director of administration for NBC-TV. **William V. Sargent,** who joined TPT in 1958 as vp, designated vp, special projects. **Edmund R. McCauley,** controller and assistant secretary-treasurer, assumes additional duties as principal financial and accounting officer.

Howard Christensen elected vp of Television Artists & Producers Corp., producers and distributors of tv programs. Prior to joining TAPC, Mr. Christensen was a regional sales manager for Ziv-UA Television.

James Perrin and **Robert Cosner** named associate producers of CBS-TV's *Accent,* and **John J. Desmond,** former director of *Camera Three,* named director. Other staff additions: **William Netter,** former editor of program practices department, CBS-TV, appointed editorial associate, and **Mary Russell** and **Joan Shigekawa,** researchers.

Daniel Wilson, children's programming director with ABC-TV New York, appointed vp and administrative head of Jules Power Productions, tv packaging firm, that city.

William Miesegaes, president and chief executive officer at Transfilm-Caravel Inc., producer of tv commercials, industrial films and business shows, New York, appointed chairman of executive committee. **Robert Klaeger,** vp and former head of Klaeger Film Production, which was acquired by and integrated into Transfilm-Caravel early this year, succeeds Mr. Miesegaes.

Harry Lange, executive producer of Fred A. Niles Communications Centers Inc., Chicago, named vp.

John Pearson, assistant director of international sales for Independent Television Corp., New York, named director of international sales.

Francis Grombacher-Irwin joins On Film Inc., Princeton, N. J., as producer. As senior film director and executive producer for Alpha Film Studios, Johannesburg, South Africa, he directed tv production for Vicks, Shell, Camels and Schweppes accounts.

William S. Todman, partner of Goodson-Todman Productions, New York, named chairman of broadcasting and tv industry's campaign for the Federation of Jewish Philanthropies of New York.

Francis B. O'Brien appointed public relations, advertising and merchandising coordinator for Phil Davis Musical Enterprises, New York.

Phil Schultz, creative director of tv workshop at J. Walter Thompson, New York, joins Robert Lawrence Productions, that city, as staff creative director-cameraman and supervisor of experimental workshop for the development of commercials.

Devery Freeman, movie and tv writer-producer, signed as producer of El Camino Productions' *Pete and Gladys* series on CBS-TV. **Parke Levy,** president, El Camino, continues as executive producer of series, co-production of CBS-TV Network.

Harold D. Tunis, executive producer of children's tv film series, New York, appointed Midwest division account executive for Seven Arts Associated.

E. L. (Spike) Colburn, formerly with Programs for Television Inc., and **Sandy Frank,** who was with Ziv-UA, both New York, join Telesynd, a division of Wrather Corp., as account executives for *The Lone Ranger* series. Mr. Colburn and Mr. Frank will make their headquarters in Dallas and New York, respectively.

Michael Carr, former local programming director of HZ-22-TV Dhahran,

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Saudi Arabia, joins editing staff of Bill Burrud Productions, Hollywood.

INTERNATIONAL

Mr. Ritchie

S. Campbell Ritchie appointed president and general manager of CKLW-AM-FM-TV Windsor, Ont.-Detroit, succeeding the late **J. E. (Ted) Campeau** (BROADCASTING, Sept. 11). Mr. Ritchie has been with station since 1936, serving as announcer, vocalist, traffic manager, program director, and operations manager.

Joel Aldred resigns as president of CFTO-TV Toronto, post he occupied since station's formation last year. His interest in station was purchased by *Toronto Telegram*, evening newspaper, Sovereign Film Distributors Ltd., and Foster Hewitt, sportscaster and owner of CKFH Toronto. Transfer of 240 Aldred-owned common shares was approved by Board of Broadcast Governors.

Chris Bach appointed manager of service and rentals of Caldwell A/V Equipment Co. Ltd., Toronto, to oversee broadcast and audio-visual equipment.

Gaby Lalande, director of French-language radio-tv department of Young & Rubicam Ltd., Montreal, Que., elected vp in charge of the Montreal office. He replaces **Yves Menard,** who has joined Personal Products Ltd., Montreal, as vp.

EQUIPMENT & ENGINEERING

C. J. Harrison, senior vp of Rixon Electronics Inc., Silver Spring, Md., reappointed chairman of Electronics Industries Assn.'s small business committee. **Harvey Riggs,** president of International Electronic Research Corp., Burbank, Calif., and **R. G. Zender,** executive vp of Lenz Electric Co., Chicago, named vice chairmen of committee.

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Norman B. Krim, former vp of Raytheon, Lexington, Mass., named president and chief executive officer of Radio Shack Corp., Boston.

Robert R. Sherwood, vp of Rek-O-Kut/Audax Co., New York, joins University Loudspeakers, division of Ling-Temco-Vought, White Plains, N. Y., as assistant to president.

Jack M. White appointed midwest district manager of closed circuit television equipment sales for General Electric's technical products operation. He succeeds **E. M. Shea,** who moves to operation's headquarters sales staff in Syracuse, N. Y. Mr. White formerly was assigned to sales work with GE's distribution assemblies and insulating materials departments.

Robert C. Leedham appointed sales representative at General Electronic Lab., Cambridge, Mass., for Ohio, Michigan and western Pennsylvania. He had served as chief engineer of WNOB (FM) Cleveland.

Vernon L. Hedges appointed microwave sales and engineering representative for microwave systems, Alpha Corp., division of Collins Radio Co., Cedar Rapids, Iowa. With headquarters at Galion, Ohio, Mr. Hedges will represent Alpha microwave activities in Ohio, Pennsylvania, Virginia, West Virginia and New York.

ALLIED FIELDS

Leonard E. Spector, vp of Audits and Surveys Co., marketing research organization, New York, elected to company's board of directors.

Claire McGranahan, coordinator of marketing research technical services, General Mills, Minneapolis, to Market Facts Inc., Chicago, as field director.

Richard P. Milloy, former attorney, office of chief counsel, Internal Revenue Service, Washington, D. C., joins law firm of Dow, Lohnes & Albertson, that city.

DEATHS

Harold T. Bers, 47, advertising executive with BBDO, New York, died of heart attack, Oct. 13, at his home at Windmill Farms, Armonk, N. Y. Mr. Bers formerly was vp of William Esty Co., and earlier associated with Young & Rubicam, McCann-Erickson, and Lennen & Newell, all New York.

Eugene W. Flack, 66, advertising director and trade relations counsel of Sunshine Biscuits Inc., New York, died in Lawrence Hospital, Oct. 12, after short illness. Prior to joining Sunshine Biscuit, then Loose-Wiles Biscuit Co., in 1936, he was vp of Swensen Adv., Chicago. Last year, Mr. Flack was elected president of Advertising Club of New York, and was a director of Advertising Federation of America. He was particularly known for his unpredictable, humorous talks to advertising groups and NAB conventions.

Mr. Way

William Bissett Way, 76, general manager of KVOO Tulsa for 24 years until retiring in 1956, died Oct. 16. He was member of NAB's board of directors. Mr. Way, one of radio's pioneer figures, continued as consultant to KVOO following retirement.

Carlyle Stevens, director of continuity, WGN-TV Chicago, died Oct. 1, in Lake Forest, Ill., after illness of several months. Before joining WGN in 1949 as writer, Mr. Stevens was program director and assistant manager of KFAC Los Angeles.

James Craig, newsman with WECT (TV) Wilmington, N. C., died Oct. 15, at Brooke Army Medical Center, San Antonio, Tex., from injuries received in crash of Air Force cargo plane during air show at Wilmington, Sept. 4.

Will success spoil J. Walter Thompson?

We hope so. You see, J. Walter has been running automobile commercials on WICE, our sister station in Providence. We hope these commercials have been so successful that the agency is now spoiling to schedule them on WHIH, our brand new station here in the Tidewater. As "the new kid in town", perhaps we shouldn't act so cocky and brash. Nonetheless, our new format with its slam-bang interest in local affairs is making converts lickety-split. We want you agency people to know about this.

So — we naturally hope success in Providence has whetted J. Walter's appetite for more of the same in the Tidewater. Wouldn't *you* like to get in on this good thing, too?

WHIH
FORMERLY WLOW
TIDEWATER, VIRGINIA
AN ELLIOT STATION
Representatives: Avery-Knodel

RAB's 'Sales Caravan' begins Ohio trial run

Radio Advertising Bureau's "Sales Caravan," described as a crash program to apply national presentation techniques to local radio selling, pulls into Fostoria, Ohio, today (Oct. 23) to start a five-day Ohio tour covering 10 of the state's smaller markets. Expansion of the caravan to other states hinges on the acceptance of the two-hour slide presentations by RAB executives in this first outing.

Each of RAB's presentations this week on radio's retail effectiveness will include a report on techniques used by local merchants, and tapes of successful retail commercials will be played. Material will be localized for each market, with special slides to cite local stations "hosting" the presentation and to show circulation and penetration figures for newspapers in each area.

From Fostoria the caravan will move to Lima and Middletown on Tuesday, Portsmouth, Chillicothe and Athens on Wednesday, East Liverpool and Dover on Thursday and Canton-Massilon and Painesville on Friday.

While the caravan presents details of the RAB media study conducted at the Higbee Co., Cleveland ("Department Store Challenge"), it is not to be confused with another RAB project—the Department Store Retail Advertising Seminar—which is limited to top executives from one large department store at a time in a day-long session.

KYW's deaf and blind guests

KYW Cleveland last week helped to play host to some 1,500 blind, deaf and deaf-blind persons at a special performance of "The Miracle Worker," a play about Helen Keller, who is both deaf and blind.

Promotional spots on KYW spurred the performance to a success when other efforts failed to rouse acceptance of the project. Paul Bedford, KYW announcer, narrated the details of the play for the blind people.

The play was presented in connection with the Cleveland Society for the Blind.

DISPLAY COURTESY OF MEMPHIS PARA-FLYERS AND MEMPHIS PARA-RESCUE
RIPCORD

WMCT (TV) float promotes 'Ripcord'

Two members of Memphis flying clubs ride in a float display with Jack Agnew, promotion manager of WMCT (TV) Memphis, during the Mid-South Fair in that city as part of exploitation effort for Ziv-United Artists' *Ripcord* series which is carried by the station. More than 400,000 persons attended the fair, and the float, part of the station's "Fall Program Preview Parade," was on display throughout the six-day fair.

WSAC's civil defense program praised

WSAC Ft. Knox, Ky., has received state and national recognition following a one-day campaign designed to raise questions on civil defense among its listeners. The station became concerned after its own survey disclosed that not one person in 50 knows what to do in case of an alert.

As a consequence and without advance warning, WSAC devoted an entire broadcast day to civil defense. The day's programming featured repeated alert sirens, patriotic music and this question of listeners: "If you heard this sound [alert] and you were a teacher in class [or policeman, driving your automobile, etc], what would you do?" At the close of its broadcast day, Dick Mendenhall, news director of the daytime station, discussed the nature of and reason for the unusual programming.

WSAC President Byron Cowan said that the CD promotion was designed to cause people to ask questions and that it was highly successful. The station received over 800 telephone calls and many other listeners came by the WSAC studios seeking more information. "We felt that if enough people were to ask questions and were to find out . . . that their own civil defense authorities could not answer these questions, then some kind of positive action would result from the people themselves."

FCC Commissioner Robert Bartley and NAB President LeRoy Collins both requested a sample tape of the WSAC promotion. Additionally, the State Dept. has placed copies in the hands of Secretary Dean Rusk and the White House. Mr. Cowan, who is plumping for all radio stations in the U. S. to conduct a similar promotion of CD on the same day, also presented WSAC's special program to the Kentucky Broadcasters Assn., meeting in Lexington last Wednesday (Oct. 18).

WABC throws big party for 40th birthday

Everything was free at Freedomland Park for the 24,860 birthday party guests of WABC New York the night of Oct. 6, the station's 40th anniversary.

Freedomland's gates opened at 6 p.m. to admit WABC listeners. Their only official "admission" was a birthday card, thus saving $1.95, the regular adult admission price. The birthday celebrants could dance to the music of Louis Armstrong and his orchestra, hear on-the-spot broadcasts by WABC personalities Scott Muni and Bruce Morrow and, among other attractions, join in a unique 40th birthday ruby hunt (ruby is the symbolic stone for 40 years). These in addition to enjoying the park's regular attractions.

Each of WABC's guests had the opportunity to draw one of seven real rubies, each valued at over $250, that were mixed with some 100,000 imitation rubies in a huge treasure chest. A certified appraiser checked each ruby as it was pulled from the chest. Another feature: 77 free chicken dinners awarded to the holders of the lucky numbers written on badges distributed at the start of festivities. The dinner winners ate at Freedomland's Plantation House as the guests of WABC and the Brass Rail restaurant chain

Freedomland officials said the party attracted the largest nighttime crowd in the park's two years of operation.

WNTA-TV's announcing zoo

Promotional spots on WNTA-TV New York are being delivered by a new announcing specie—talking animals. The station is using film clips of footage dealing with animals, edited to specification and with the original sound deleted. New sound track has been substituted with an English bull dog, for example, muttering: "Forget it, bud; you can't budge me from ch. 13." A silky Persian cat appears and snarls: "Skip that pussy-footing around and stay tuned to ch. 13." In all, 21 animals, ranging from jungle beasts to household pets, will be used. The more ferocious animals include an orangutan, a water buffalo, a lion and a tiger.

Drumbeats...

WRC in movies ▪ WRC-TV Washington will get world-wide publicity in the movie "Advise and Consent," currently being filmed in that city. The station furnished tv cameras for scenes shot in the Caucus Room of the Old Senate Office Building.

Old tubes ▪ WCKT (TV) Miami found a way to dispose of its used Orthicon, Vidicon and transmitter power tubes and at the same time performed a public service. Chief Engineer Robert Paasch and Don Fisher, promotion manager, wrote the science departments of area high schools and offered them a set of three tubes for lab display purposes on a first-come-first-served basis.

Color contest ▪ WLWT (TV) Cincinnati awarded 54 prizes to winners of its coloring contest, a promotion for the younger set designed to publicize its new Fall shows. The contest was staged in conjunction with the *Cincinnati Post & Times-Star* and drew 43,985 entries according to the station.

Survival kit ▪ KOMO-TV Seattle, Wash., passed out a "survival kit" containing rations for seven evenings of television viewing (on KOMO-TV, that is) which contained 17 different food items. The blue and gold menu was developed by Bob Ryan, the station's manager of special projects.

Any broken teeth? ▪ Cake cutters on Madison Ave. found something hard and bigger than a file inside. Cakes sent to selected media people of ABC Radio's *Flair*, a network program service that is celebrating its first-year anniversary, contained packaged transistor radios.

A "card" that was sent with the cake read: "Break out of your routine listening habits and tune in *Flair*." A parenthetical note read, "inside the cake you'll find the means to do this." The cakes were "baked around" the radios.

The winner ▪ A 13-year-old Brooklyn, N. Y. boy, has been named grand prize winner of the WABC-TV *Expedition: New York* essay writing contest. Christopher Ausschnitt received a $2,000 Savings Bond from Joseph Stamler, vice president and general manager of the station.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Oct. 12 through Oct. 18, and based on filings, authorizations and other actions of the FCC. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authoriza-

New tv stations

APPLICATIONS

Jackson, Miss.—McClendon Telecasting. Uhf ch. 25 (536-542 mc); ERP 240 kw vis., 120 kw aur. Ant. height above average terrain 163 ft., above ground 152 ft. Estimated construction cost $12,000; first year operating cost $186,000; revenue $204,000. P. O. address box 197, Jackson. Studio and trans. location Jackson; geographic coordinates 32° 22′ 01″ N. lat., 90° 13′ 26″ W. long. Trans. RCA TTU-12A; ant. RCA TFU-21DL. Legal counsel Spear, Hill & Greeley, Washington, D. C.; consulting engineer Willis C. Beecher, Washington. **John M. McClendon,** sole owner, owns KOKY Little Rock, Ark., KOKA Shreveport, La., WENN Birmingham, Ala., and 50% of WOKJ Jackson. Ann. Oct. 12.

Austin, Tex.—Capitol Telecasting Co. Uhf ch. 24 (530-536 mc); ERP 17.3 kw vis., 9.15 kw aur. Ant. height above average terrain 416 ft.; above ground 345 ft. Estimated construction cost $168,780; first year operating cost $68,000; revenue $85,000. P. O. address box 5345 Midland, Tex. Studio and trans. location Austin. Geopraphic coordinates 30° 19′ 54″ N. lat., 97° 46′ 25″ W. long. Legal counsel Loucks & Jansky, Washington, D. C.; consulting engineer Jansky & Bailey, Washington. **Dalton H. Cobb,** sole owner, owns 93% of KDCD-TV Midland, Tex., and is independent oil operator. Ann. Oct. 12.

Dallas, Tex.—Consolidated Enterprises Inc. Uhf ch. 73 (824-830 mc); ERP 310 kw vis., 145 kw aur. Ant. height above average terrain 306.12 ft.; above ground 364 ft. Estimated construction cost $169,565; first year operating cost $203,000; revenue $268,300. P. O. address Kilgore Hotel, Kilgore, Tex. Studio and trans. location Dallas. Geographic coordinates 32° 46′ 42″ N. lat., 96° 47′ 56″ W. long. Legal counsel Prescott & Prescott, Dallas; consulting engineer Guy C. Hutcheson, Arlington, Tex. Principals: **A. E. McCubbin, G. U. Yoachum, J. Stanley McCubbin, Carol Ann Watson, F. L. Sartain** (each 20%). A. E. and J. Stanley McCubbin have oil and real estate interests; Mr. Yoachum owns oil well drilling business; Mr. Sartain is president of two banks; Mrs. Watson is housewife. Ann. Oct. 12.

Existing tv stations

ACTION BY FFC

KTAL-TV Texarkana, Tex.—Granted waiver cf Sec. 3.652(a) of rules to permit identification as Texarkana-Shreveport station without changing obligations to serve Texarkana as principal city. Action Oct. 11.

New am stations

ACTIONS BY FCC

Pine Bluff, Ark.—James J. B. Scanlon. Granted 1530 kc; 250 w D. P.O. address 1236 W. Perkins Rd., Memphis, Tenn. Estimated construction cost $10,791; first year operat-

EDWIN TORNBERG
& COMPANY, INC.

Negotiators For The Purchase And Sale Of
Radio And TV Stations
Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 2-7475
Washington—1426 "G" St., N.W., Washington, D.C. • DI 7-8531

ing cost $25,000; revenue $40,000. Applicant is associated with KWAM Memphis, Tenn. Action Oct. 18.

Indianola, Iowa—The James R. & Barbara J. Roberts Co. Granted 1490 kc, 100 w unl. P.O. address 908 Moorland Dr., Farmington, Mo. Estimated construction cost $9,964, first year operating cost $26,000 revenue $30,000. Mr. Roberts is news director, KREI Farmington, Ind. Action Oct. 17.

Halfway, Md.—Regional Bcstg. Co. Granted 1410 kc, 1 kw D. P. O. address Richard Hildreth, 703 Perpetual Bldg., Washington 4, D. C. Estimated construction cost $15,040; first year operating cost $41,000; revenue $45,000. Owners are **Richard T. Williams** (46%), **David R. Mellen Jr.** (44%) and **Richard Hildreth** (10%). Mr. Hildreth is attorney; Mr. Mellon is contract; Mr. Williams is in advertising. Action Oct. 17.

ACTION BY BROADCAST BUREAU

Otsego, Mich.—Dwight M. Cheever. Granted 980 kc. 500 w D. P. O. address Room 1, Tripp Bldg., Allegan, Mich. Estimated construction cost $31,007; first year operating cost $38,000; revenue $48,000. Applicant is municipal judge of Allegan, Mich. Action Oct. 12.

APPLICATIONS

Muncie, Ind.—Muncie Bcstg. Corp. 990 kc; 250 w D. P. O. address 112-114 E. Gilbert St., Muncie. Estimated construction cost $96,264; first year operating cost $75,000; revenue $90,000. Principals: **Robert J. Poorman, Betty J. Poorman, Sidney E. McClellan** (each one-third). Mr. and Mrs. Poorman own advertising agency and bowling alley; Mr. McClelland is attorney. Ann. Oct. 12.

Paoli, Ind.—Z. Denzel King and Virginia A. King. 1560 kc; 250 w D. P. O. address R. R. 2, English, Ind. Estimated construction cost $10,428; first year operating cost $23,099; revenue $40,000. Mr. King (50%) is minister; Mrs. King (50%) is housewife. Ann. Oct. 13.

Crowley, La.—Rice Capital Bcstg. Co. 1560 kc; 1 kw D. P. O. address box 801, Coos Bay, Ore. Estimated construction cost $18,-065; first year operating cost $48,000; revenue $60,000. Principals: **Barton W. Freeland Sr., Leon O. Fremaux, Elizabeth P. Duncan, Edmond M. Keim** (each 25%). Mr. Freeland is officer and stockholder in bank; Elizabeth Duncan is employe of Southern Bell Telephone Co.; Mr. Fremaux is president of loan firm; Mr. Keim is salesman and sports announcer for KOOS Coos Bay, Ore. Ann. Oct. 12.

Jeanette, Pa.—Century Bcstg. Corp. 1510 kc; 500 w D. P. O. address c/o John J. Keel, 1121 E. Capitol St., Washington 3, D. C. Estimated construction cost $20,297; first year operating cost $40,000; revenue $50,000. Principals: **John J. Keel, Henry Gladstone, Lloyd W. Dennis** (each one-third), who own similar interest in WCRO Johnstown, Pa. Ann. Oct. 17.

Oshkosh, Wis.—Winnebago Bcstg. Co. 690 kc; 250 w D. P. O. address 714 S. Kline St., Aberdeen, S. D. Estimated construction cost $22,163; first year operating cost $28,000; revenue $60,000. Principals: **Joseph A. Wettstein** (51%), **Delila Pierce, Sterling H. Saunders, Charles J. Niles** (each 16.33%). Delila Pierce is attorney; Mr. Saunders is business sales consultant; Mr. Niles is broadcast consultant. Ann. Oct. 12.

Existing am stations

ACTIONS BY FCC

KWOS Jefferson City, Mo.—Granted increased daytime power from 250 w to 1 kw, continued operation on 1240 kc, 250 w-N; engineering conditions. Action Oct. 18.

WCSS Amsterdam, N. Y.—Granted increased daytime power from 250 w to 1 kw, continued operation on 1490 kc, 250 w-N; remote control permitted; engineering conditions, and without prejudice to such action as commission may deem warranted as result of its final determination with respect to pending application for renewal of license of WCSS. Action Oct. 11.

WKNY Kingston, N. Y.—Granted increased daytime power from 250 w to 1 kw, continued operation on 1490 kc, 250 w-N; remote control permitted; engineering condition and acceptance of interference conditions. Action Oct. 11.

WIST Charlotte, N. C.—Granted increased daytime power from 250 w to 1 kw, continued operation on 1240 kc, 250 w-N; remote control permitted; engineering conditions. Action Oct. 18.

WNNC Newton, N. C.—Designated for hearing application to increase daytime power from 250 w to 1 kw, continued operation on 1230 kc, 250 w-N; made WKMT Kings Mountain, N. C., party to proceeding. Action Oct. 11.

WMYB Myrtle Beach, S. C.—Waived Sec. 1.354(c) of the rules and granted increased daytime power from 250 w to 1 kw, continued operation on 1450 kc, 250 w-N; remote control permitted; engineering conditions. Action Oct. 11.

WKVT Brattleboro, Vt.—Granted increased daytime power from 250 w to 1 kw, continued operation on 1490 kc, 250 w-N; engineering conditions. Action Oct. 11.

WTAP Parkersburg, W. Va.—Granted increased daytime power from 250 w to 1 kw, continued operation on 1230 kc, 250 w-N; remote control permitted; engineering conditions. Action Oct. 18.

APPLICATIONS

KBIQ Avalon, Calif.—Mod. of license to change station location from Avalon to Los Angeles, both California. Ann. Oct. 17.

WTCJ Tell City, Ind.—Cp to increase daytime power from 250 to 1 kw and install new trans. Ann. Oct. 12.

WASA Havre de Grace, Md.—Cp to increase power from 1 kw to 5 kw and install new trans. Ann. Oct. 13.

WALE Fall River, Mass.—Cp to increase daytime power from 500 w 1 kw. Ann. Oct. 11.

WJBL Holland, Mich.—Cp to change hours of operation from D to unl., using power of 1 kw, 5 kw-LS, make changes in DA system (add one tower) and change from DA-D to DA-2. Ann. Oct. 12.

KLIZ Brainerd, Minn.—Cp to change hours of operation from D to unl., using power of 5 kw; install DA-N, install new trans. and change ant.-trans. location. Ann. Oct. 17.

WTUP Tupelo, Miss.—Cp to increase daytime power from 250 w to 1 kw. Ann Oct. 13.

WCGC Belmont, N. C.—Cp to increase daytime power from 1 kw to 5 kw and install new trans. Ann. Oct. 16.

WEND Ebensburg, Pa.—Mod. of license to increase hours of operation from D (Canadian-restricted) with 1 kw to D 1 kw (Can-critical hours. Ann. Oct. 12.

KCOR San Antonio, Tex.—Cp to increase power from 1 kw to 5 kw, make change in DA system (add one tower) and change from DA-2 to DA-N only. Ann. Oct. 11.

New fm stations

APPLICATIONS

Indianapolis, Ind.—WIRE Bcstg. Co. 98.7 mc; 51.2 kw. Ant. height above terrain 266 ft. P. O. address 307 N. Pennsylvania St., Indianapolis 6. Estimated construction cost $24,665; first year operating cost $4,000. Applicant is licensee of WIRE Indianapolis. Ann. Oct. 11.

Greenville, Ky.—Greenville Bcstg. Co. 101.1 mc; 2.66 kw. Ant. height above average terrain 150 ft. P. O. address box 170. Estimated construction cost $17,926; first year operating cost $42,000; revenue $48,000. Principals: **Charles P. Stovall Sr., Charles P. Stovall Jr.** (each 50%). Mr. Stovall Sr. owns 50% of gasoline and fuel oil distribution firm; Mr. Stovall Jr. is announcer for WLCK Scottsville, Ky.; both are partners in Greenville am application. Ann. Oct. 12.

Louisville, Ky.—Mid-America Bcstg. Corp. 99.7 mc; 73.3 kw. Ant. height above average terrain 711 ft. P. O. address c/o Radio Station WING, 128 W. First St., Dayton 2, Ohio. Estimated construction cost $27,000; first year operating cost $3,600; revenue not to exceed am operation. Applicant is licensee of WKLO and WEZI(TV) Louisville. Sole stockholder is **Great Trails Bcstg. Corp.**, sole owner of which is **Charles Sawyer**. Mr. Sawyer owns WING Dayton, and 20% of WCOL Columbus, both Ohio. Ann. Oct. 17.

Grand Rapids, Mich.—West Michigan-Mid-State Fm Inc. 100.3 mc; 80.47 kw. Ant. height above average terrain 442 ft. P.O. address 320 E. Fulton St., Grand Rapids 3. Estimated construction cost $40,404; first year operating cost $35,000; revenue $45,000. Stockholders: **West Michigan Telecasters Inc.** (80%), **Mid-State Bcstg. Corp.** (20%). Mid-State is licensee of WSWM East Lansing, and is 51% stockholder in WQDC Midland, both Michigan; West Michigan is new corporation. Ann. Oct. 11.

Rochester, N. Y.—Functional Bcstg. Inc. 92.5 mc; 102.17 kw. Ant. height above average terrain 417 ft. P. O. address 1227 Main St., Buffalo, N. Y. Estimated construction cost $30,775; first year operating cost $40,-000; revenue $50,000. Applicant is licensee of WDDS-FM Syracuse, and WBUF (FM) Buffalo, both New York. Ann. Oct. 12.

Greensboro N. C.—Murray Hill Bcstg. Co. 102.7 mc; 20 kw. Ant. above average terrain 315 ft. P. O. address Room 721, Jefferson Standard Bldg., Greensboro. Estimated construction cost $23,040; first year operating cost $29,000; revenue $30,000. Principals: **Harry J. Hill** (92.9%), **Walter R. Murray** (4.9%), **Mary H. Hill, Kathryne H. Murray** (each 1.1%). Mr. Hill owns one-third of industrial music franchise; Mr. Murray 12% of electronic equipment distribution firm; Mrs. Hill and Mrs. Murray are housewives. Ann. Oct. 16.

Dover-New Philadelphia, Ohio—Dover Bcstg. Inc. 95.7 mc; 7.65 kw. Ant. height above average terrain nine ft. P. O. address 646 Boulevard, Dover. Estimated construction cost $16,300; first year operating cost $24,000; revenue $30,000. **Dover Bcstg. Inc.** is licensee of WJER Dover-New Philadelphia. Ann. Oct. 13.

Altoona, Pa.—John R. Powley. 99.1 mc; 1.58 kw. Ant. height above average terrain 1,222 ft. P. O. address 3825 Ruth, #4, Houston Tex. Estimated construction cost $3,124; first year operating cost $6,885; revenue $20,-800. **John R. Powley**, sole owner, is employe of KTRK-TV Houston, Tex. Ann. Oct. 12.

Austin, Tex.—Texas-Longhorn Bcstg. Corp. 94.7 mc; 3.73 kw. Ant. height above average terrain 296 ft. P. O. address 3825 Ruth, #4, Houston 4, Tex. Estimated construction cost $1,150; first year operating cost (fm and tv) $40,000; revenue $20,904. **John R. Powley**, sole owner, is employe of KTRK-TV Houston. Ann. Oct. 12.

Port Arthur, Tex.—Port Arthur College. 98.5 mc; 960 w. Ant. height above average terrain 380 ft. P. O. address 1500 Proctor St., Port Arthur. Estimated construction cost $6,362; first year operating cost and revenue not to exceed present am operation. Applicant is licensee of KPAC Port Arthur. Ann. Oct. 17.

Existing fm stations

APPLICATION

***WRFK Richmond, Va.**—Cp to change frequency from 102.9 mc to 106.5 mc. Ann. Oct. 18.

Ownership changes

ACTIONS BY FCC

KIBS Bishop, Calif.—Granted transfer of control from **James R. Oliver** to **Royal S. Deming** (now 49% owner); consideration $9,000 for additional 50.1% interest. Action Oct. 11.

KPLY Crescent City, Calif.—Granted assignment of license to Mason C. Deaver and Virginia E. McWhorter, d/b as Summit Bcstrs.; consideration $65,000. Action Oct. 18.

WOOO DeLand, Fla.—Granted (1) renewal of license and (2) assignment of licenses to Polaris Bcstg. Inc. (Steven D. Potter, president); consideration $75,000. Action Oct. 18.

WAIK Galesburg, Ill.—Granted transfer of control to Frederick W. Webster Jr., and Harold B. Inman through acquisition of Fred W. Aspey Jr.'s 33⅓% interest. Action Oct. 18.

WEOA Evansville, Ind.—Granted assignment of license to J. B. Fuqua (WJBF[TV] Augusta, Ga.); consideration $75,000 and $48,000 for agreement not to compete within 50 miles of Evansville for three years. Action Oct. 18.

KDMI(FM) Des Moines. Iowa—Granted assignment of license to Richards & Assocs. Inc. (Rev. D. A. Richards, president); consideration $88,144. Action Oct. 18.

KANB Shreveport, La.—Granted (1) renewal of license and (2) transfer of control from David Kent et al to Leon S. Walton, Frank F. Dusenbury and Joseph J. Phillippus; consideration $18,052. Mr. Walton owns WNOO Chattanooga, Tenn., and has interest in KJET Beaumont, Tex., and KMLB-AM-FM Monroe, La. Comr. Bartley dissented. Action Oct. 18.

WISP Kinston, N. C.—Granted assignment of license to Smiles of Kinston Inc. (N. J. Suttles, president, and other stockholders have interest in WRMT Rocky Mount); consideration $70,000 including $10,000 for agreement not to compete within 15 miles of WISP trans. for four years. Chmn. Minow and Comr. Lee dissented. Action Oct. 18.

KAGI Grants Pass, Ore.—Granted assignment of license and cp to **KAGI Inc.** (N. P. Hoff, president); consideration 3,300 shares of KAGI Inc.'s $10 par value common voting stock. Action Oct. 11.

WSHP Shippensburg, Pa.—Granted transfer of control through M. Robert Rogers surrendering his 51% subscription rights including 5.1 shares owned for $180 to Arthur K. Greiner who will pay $1,275 for 51% interest. Action Oct. 18.

WTTC-AM-FM, Vical Bcstg. Co., Towanda, Pa.—Granted assignment of license from Victor A. Michael, T. Justin Myers Sr. and Leroy J. Hopkins to Clifford S. and Harry M. Brown, d/b under same name; consideration $65,000. Action Oct. 18.

WPTN Cookeville, Tenn.—Granted assignment of cp from **Hamilton Parks** to **J. B. Crawley, W. B. Kelly** and **R. I. Turner** (WMSK Morganfield, interest in WLCK Scottsville, and Messrs. Crawley and Turner also have interest in WTCO Campbellsville, all Kentucky); consideration $3,059. Action Oct. 11.

KAZZ Austin, Tex.—Granted transfer of control from **J. E. Moore Jr.** to **Wroe Owens** and **Earl Podolnick;** consideration $10,250. Action Oct. 11.

KDUB-AM-FM-TV Lubbock; KEDY-TV Big Spring, Tex.—Granted assignment of licenses and cp to **Grayson Enterprises Inc.** (Sidney A. Grayson, president, and other stockholders have interest in KSYD-TV Wichita Falls); consideration $3,800,000. Action Oct. 11.

KRGV-AM-TV Weslaco, Tex.—Granted transfer of control to Kenco Enterprises Inc. (Bruce Lee and John A. Kennedy, publisher of Sioux Falls, S. D., *Argus-Leader*); consideration $1,400,000. Action Oct. 18.

KDYL Tooele, Utah—Granted transfer of control from Samuel L., Zelpha U. and O. Larry Gillette to Burnell G. Stanton and T. Dee and Jack A. Tranter; consideration $27,000. Action Oct. 18.

APPLICATIONS

KZON Tolleson, Ariz.—Seeks assignment of license from **Eldred O. Smith** to **Latin-American Bcstrs. Inc.;** consideration $85,000. Sole stockholder of assignee is **Tele-Bcstrs. Inc.**, licensee of WPOP Hartford, Conn.; KUDL Kansas City, Mo.; KALI San Gabriel, and KOFY San Mateo, both California. Ann. Oct. 17.

KPRL Paso Robles, Calif.—Seeks assignment of license from **Radio Station KPRL** to **Arthur C. Youngberg Jr.**, d/b as **KPRL Inc.;** consideration $200,000. Mr. Youngberg owns newspaper. Ann. Oct. 16.

KACL Santa Barbara, Calif.—Seeks transfer of 89% of stock in **Riviera Bcstg. Inc.** from **Bert Williamson** and **Lester W. Spillane** to **Roy P. Dolley**, total consideration $8,100. Mr. Dolley owns 50% of KSKI Sun Valley, Idaho. Ann. Oct. 16.

KHUM Santa Rosa, Calif.—Seeks assignment of cp from **John F. Egan** and **Robert Sherman,** d/b as **Bay Area Electronic Assoc.,** to **Bay Area Electronic Inc.,** new corporation consisting of same principals; no financial consideration involved. Ann. Oct. 16.

WACL Waycross, Ga.—Seeks transfer of all outstanding shares of stock in **Teletronics Inc.** from **James S. Rivers** to **James S. Rivers Jr.**; consideration $66,000. Mr. Rivers Jr. is present general manager of WACL. Ann. Oct. 17.

KVOL Lafayette, La.—Seeks transfer of 50% of stock in **Evangeline Bcstg. Inc.** from **Lafayette Advertiser-Gazette Inc.** to **George Thomas,** present owner of other 50%; consideration 50% of equity in licensee. Ann. Oct. 11.

WJMR-AM-TV, WRCM-FM New Orleans, La.—Seeks transfer of 91% of stock in Supreme Bcstg. Inc. from **Chester F. Owens** (deceased) to **Flora S. Owens** as executrix of Mr. Owen's estate; no financial consideration involved. Ann. Oct. 12.

WMRC Milford, Mass.—Seeks assignment of license from **Milford Bcstg. Corp.** to **Green Mountain Bcstg. Inc.** (52.8%), **Lawrence Shane** (21%), **Eben Parsons, Daniel B. Ruggles, III** (each 13,1%), d/b as **Milford Radio Corp.**; consideration $75,000. Green Mountain Bcstg. Inc. is licensee of WSKI Montpelier, Vt.; Messrs. Ruggles and Parsons own 49.5% each of WSKI; Parsons is attorney; Mr. Shane is employe of WSKI. Ann. Oct. 12.

WDSK Cleveland, Miss.—Seeks assignment of license from **Lawrence A. Feduccia** to **Lowry Tims Inc.**; consideration $20,000. **Lowry Tims**, 99.9% owner of assignee, owns 99% each of two gasoline distribution firms, one investment firm and one tank manufacturing firm. Ann. Oct. 16.

WEMJ Laconia, N. H.—Seeks transfer of all outstanding shares of stock in **New Hampshire Bcstg. Corp.** from **Eileen M. Jaspert, estate of George H. Jaspert III** and **Lawrence Bcstg. Co.** to **Albert F. Orlandino** (51.66%), **Martin J. Cicatelli** (33.33%) and **Samuel Kassel** (15%); total consideration $92,500. Mr. Orlandino is accountant; Mr. Cicatelli is attorney; Mr. Kassel is announcer for WUPY(FM) Lynn, Mass., and is pharmacist. Ann. Oct. 12.

WOTW-AM-FM Nashua, N. H.—Seeks assignment of license from **Gateway Bcstg. Corp.** to **Eastern Assoc. Inc.** (50%), **Roger H. Strawbridge, William N. McKeen** (each 25%), d/b as **Eastminster Bcstg. Corp.**; consideration $200,000. Messrs. Strawbridge and and McKeen own 50% each of WCME Brunswick, Me.; Eastern Assoc. Inc. is investment firm. Ann. Oct. 16.

WSET Glenns Falls, N. Y.—Seeks transfer of all outstanding shares of stock in **Olean Bcstg. Corp.,** 80% stockholder in licensee, from **Donald W. Merriman** (50%), **Herman C. Mosch, James C. Gleason, F. Kenyon Reed, William C. Goodlett and Carroll W. Anstaett** (50% in aggregate) to **Mr. Merriman** (83.66%) and **Mr. Anstaett** (16.33%); consideration includes surrender to Olean for cancellation certain of its debentures and capital stock owned by Messrs. Mosch, Gleason, Reed and Goodlett. Ann. Oct. 12.

WMNS Olean, N. Y.—Seeks assignment of license from **Olean Bcstg. Corp.** to **Herman C. Mosch, James C. Gleason** (each 28.7%), **F. Kenyon Reed, William C. Goodlett** (each 21.43%), d/b as **Radio Olean Inc.**; total consideration $110,000. Dr. Mosch is physician; Mr. Gleason is present general manager and 10% stockholder of WMNS; Mr. Reed owns radio-tv sales and service business and is 10% owner of WFRM Coudersport, Pa.; Dr. Goodlett is physician. Ann. Oct. 12.

WSRC Durham, N. C.—Seeks transfer of 68.42% of stock in **Carolina Radio Inc.** from **Seymour Schneidman, Philip Nadler, Arnold Schneidman and Vincent Colangelo** to **Robert A. Monroe,** present 26.32% owner of licensee; total consideration $34,450. Ann. Oct. 11.

WAAA Winston-Salem, N. C.—Seeks transfer of 50% of stock in **Laury Assoc. Inc.** from **Robert A. Monroe** to **Seymour Schneidman** (36.66%), **Arnold Schneidman** and **Vincent Colangelo** (each 6.66%); total consideration $13,864. Messrs. Schneidman, Schneidman and Colangelo are present 25%, 9.37% and 12.5% stockholders in WAAA respectively. Ann. Oct. 11.

KDAK Carrington, N. D.—Seeks assignment of cp from **Judson D. Tracy, F. W. Carr** and **Claire Ihringer** (each one-third) d/b as **Central Bcstg. Co.** to **Central Bcstg. Co.,** new corporation consisting of same principals; no financial consideration involved. Ann. Oct. 12.

KWCO Chickasha, Okla.—Seeks assignment of license from **Bayard C. Auchincloss,** d/b as **Washita Valley Bcstg. Co.,** to **Washita Valley Bcstg. Corp.,** new corporation of which Mr. Auchincloss is sole stockholder; no financial consideration involved. Ann. Oct. 17.

WVVW Grafton, W. Va.—Seeks transfer of 50% of stock in **WVVW Inc.** from **J. P. Beacom** (present 100% owner) to **Patrick W. Larkin** and **Jean S. Larkin** (each 25%); consideration $33,000. Mr. and Mrs. Larkin are co-managers of WGHM Skowhegan, Me. Ann. Oct: 16.

Hearing cases

FINAL DECISIONS

- By order, commission made effective Nov. 20, 1961, its July 14, 1960 decision in Miami, Fla., tv ch. 10 proceeding (which had been suspended pending appellate procedures) and (1) set aside Feb. 7, 1957 grant to Public Service Tv Inc., and ordered it to cease operation of station WPST (TV) on ch. 10 in Miami at 3 a.m., EST, November 20, 1961, and (2) granted application of L. B. Wilson Inc., for new station to operate on that channel in Miami. Comr. Craven not participating. Action Oct. 18.
- Commission gives notice that Aug. 23 initial decision which looked toward granting applications of The James R. & Barbara J. Roberts Co. for new am station to operate on 1490 kc, 100 w, unl., in Indianola, Iowa, and Goldenrod Bcstrs. Inc. to increase daytime power of KBON Omaha, Neb., from 250 w to 1 kw; continued operation on 1940 kc, 250 w-N; each subject to interference condition, became effective Oct. 12 pursuant to Sec. 1.153 of rules. Action Oct. 17.
- Commission gives notice that Aug. 24 initial decision which looked toward granting application of Regional Bcstg. Co. for new am station to operate on 1410 kc, 1 kw, DA, D, in Halfway, Md., became effective Oct. 13 pursuant to Sec. 1.153 of rules. Action Oct. 17.
- Commission gives notice that Aug. 18 initial decision which looked toward granting application of WIRY Inc. for new am station to operate on 920 kc, 1 kw, D, in Lake Placid, N. Y., became effective Oct. 9 pursuant to Sec. 1.153 of rules. Action Oct. 12.

STAFF INSTRUCTIONS

- Commission directed preparaton of document lookng toward granting application of WBUD Inc. for new Class B fm station to operate on 101.5 mc, ERP 20 kw, ant. height 132 ft., in Trenton, N. J., and denying application of Concert Network Inc. for same facilities with ant. height 500 ft. Feb. 24 initial decision looked toward granting Concert Network application and denying WBUD Inc. Action Oct. 16.

Announcement of this preliminary step does not constitute commission action in such case, but is merely announcement of proposed disposition. Commission reserves right to reach different result upon subse-

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quent adoption and issuance of formal decision.

INITIAL DECISIONS

■ Hearing examiner Elizabeth C. Smith issued initial decision looking toward granting application of James E. Walley for new am station to operate on 1340 kc, 250 w, unl., in Oroville, Calif., with interference condition, and denying application of SanVal Bcstrs. for same facilities. Action Oct. 17.

■ Hearing examiner H. Gifford Irion issued initial decision looking toward granting application of New Bcstg. Inc. for new Class B fm station to operate on 107.5 mc in New York, N. Y., and denying applications of Herbert Muschel and Independent Bcstg. Co. for same facilities. (On Nov. 2, 1960, commission vacated Oct. 13, 1958 initial decision and remanded proceeding to examiner for further hearing to determine (1) significant differences and extent thereof between applicants as to their background and experience, proposals with respect to management and operation, and proposals with respect to programming service; (2) what efforts the applicants took to discover the tastes, needs, and desires of their proposed communities or service areas, for type of broadcast service proposed, and (3) in light of evidence adduced pursuant to foregoing issues, which, if any, of applications should be granted.) Action Oct. 17.

OTHER ACTIONS

■ By memorandum opinion and order, commission denied petition by applicants Washington Bcstg. Co. (WOL) Washington, D. C., and Cumberland Valley Bcstg. Corp. (WTBO) Cumberland, Md., for expedited oral argument in am proceeding in Doc. 13528 et al. Action Oct. 18.

■ By memorandum opinion and order, commission granted petition by WNXT Inc. (WNXT) Portsmouth, Ohio, to extent of deleting condition concerning cross-modulation attached to Aug. 3 grant of cp to Radio Station WPAY Inc. (WPAY) in same community and substituting two new conditions: (1) before license will be issued, permittee will show that no adverse effects will be caused to WNXT due to cross-modulation resulting from WPAY operation with 1 kw D, and (2) permittee shall assume responsibility of installation and adjustment of necessary equipment to prevent adverse effects due to cross-modulation and/or blanketing. Comr. Craven dissented. Action Oct. 18.

■ By memorandum opinion and order, commission (1) denied petition by Carnegie Bcstg. Corp., Pittsburgh, Pa., for enlargement of issues in am proceeding in Doc. 14076 et al., and (2) on own motion, added financial and programming issues as to applicant Petty Durwood Johnson, tr/as Radio Trumbull, Niles, Ohio. Comr. Bartley concurred, with statement, in which Chmn. Minow joined. Action Oct. 18.

WFYC Alma, Mich.—Designated for hearing application to increase power from 1 kw to 5 kw, with DA, continued operation on 1280 kc, D; made WXYZ Detroit and WNOW Defiance, Ohio, parties to proceeding. Action Oct. 18.

KOFE Pullman, Wash.—Designated for hearing application for mod. of license to change designation to Pullman, Wash.-Moscow, Idaho. Action Oct. 18.

■ By memorandum opinion and order, commission denied petition by American Bcstg.-Paramount Theatres Inc. (WABC) New York, N. Y., to clarify or enlarge issues in "770 kc" proceeding on its application for renewal of existing license and application of KSTP Inc. for mod. of cp of KOB Albuquerque, N. M. Action Oct. 11.

■ By order, commission took following actions concerning applications for new or changed am stations on 1490, 1500, 1510, 1520, 1530 and 1540 kc in Midwest: (1) afforded Williams County Bcstg. System, Bryan, Ohio, comparative consideration with Community Service Bcstrs. Inc., Ypsilanti, Mich.; (2) consolidated Williams County application in hearing with Community Service, already in hearing, and (3) designated for hearing additional 20 applications in consolidated proceeding:

Added 20 applicants are: Barsland Inc., Holly, Mich.; Chief Pontiac Bcstg. Co., Lapeer, Mich.; Radio One Five Hundred Inc., Indianapolis, Ind.; Don F. Price, Battle Creek, Mich.; Geneco Bcstg. Inc., Marion-Jonesboro, Ind.; Mainliner Bcstrs., Louisville, Ky.; Waterland Bcstg. Corp., Fenton, Mich.; Downriver Bcstg. Assn., Napoleon, Ohio; Progressive Bcstg. Corp., Highland, Ill.; Storer Bcstg. Co. (WJBK) Detroit, Mich.; Rossford Bcstg. Inc., Rossford-Toledo, Ohio; Lapeer Bcstg. Co., Lapeer, Mich.; Andrew Emerine, Bucyrus, Ohio; Crawford County Bcstg. Co., Bucyrus, Ohio; Pike County Bcstrs., Louisiana, Mo.; Bill Lamb Productions, Lapeer, Mich.; Shelby County Bcstg. Inc. (WSVL) Shelbyville, Ind.; Airon Inc., Decatur, Ind.; Peter-Mark Bcstg. Co., Vandalia, Ill., and Hoosier Bcstrs. Inc., Kokomo, Ind.

Made parties to preceeding are Federal Aviation Agency and WSVL Shelbyville, Ind.; WKBV Richmond, Ind.; WTOD Toledo, Ohio; WMRN Marion, Ohio; WHUT Anderson, Ind.; WRSW Warsaw, Ind.; WOPA Oak Park, Ill.; WNDU South Bend, Ind.; WJBK Detroit, Mich.; WBBR East St. Louis, Ill.; and WDAN Danville, Ill.; also these applicants: Tv Corp. of Michigan Inc., Jackson, Mich.; Community Service Bcstrs. Inc., Ypsilanti, Mich.; Portage County Bcstg. Corp., Kent-Ravenna, Ohio; Kent-Ravenna Bcstg. Co., Kent, Ohio; Joseph P. Wardlaw Jr., Canton, Ohio, and Speidel Bcstg. Corp. of Ohio, Oakwood-Kettering, Ohio. Action Oct. 11.

Champion Electronics; Edwin A. Niehay, Provo, Utah—Designated for hearing applications for new am stations to operate on 1540 kc, 1 kw, D. Action Oct. 11.

■ By memorandum opinion and order, commission granted petition by Louise E. and Gerald K. Mann for reconsideration and granted, without hearing, their application to increase power of KTKR Taft, Calif., from 500 w to 1 kw, continued operation on 1310 kc, D; engineering condition. Chmn. Minow and Comr. Cross dissented. Action Oct. 12.

■ By memorandum opinion and order, commission denied petition by Broadcast Bureau for reconsideration, reopening of record and enlarging issues directed to June 16 public notice advising that initial decision which looked toward granting application of Cherokee County Radio Station for new am station to operate on 990 kc, 250 w, D, in Centre, Ala., had become effective June 15; also dismissed petition for rehearing filed by F. H. Boney, applicant for new station on 1560 kc in Centre and not party to this proceeding. Action Oct. 12.

■ By memorandum opinion and order, commission denied petition by Broadcast Bureau to enlarge issues in am proceeding in Docs. 14192-4 to include multiple ownership consideration as to applicant Smackover Radio Inc., Smackover, Ark. Action Oct. 12.

Routine roundup

■ By third notice of proposed rulemaking and memorandum opinion and order in Doc. 13860, commission invites comments on suggested alternative (and to some extent mutually exclusive) assignments of various vhf channels in Nebraska, Wyoming, Colorado and Kansas. Although comments and reply comments on original requests of Bi-States Co. to add chs. 4 and 8 to Superior and Albion, Neb., respectively, and conflicting request of Nebraska Council for Educational tv to reserve these and other channels for state-wide tv network have been received, commission states that further rule making is required to consider counter-proposals to effectuate (1) assignment of vhf channel to Scottsbluff-Gering-Terrytown, Neb., by Terry Carpenter Inc., (2) assignment of ch. 11 to Julesberg, Colo., proposed by Frontier Bcstg. Co., and (3) plan of Committee on Education of Legislative Council of State of Kansas to reserve sufficient channels for Kansas educational tv network. These proposals are either in conflict with one another or with Bi-States and Nebraska Council proposals. For convenience, commission placed various proposals into three groups:

Group 1: (A) Add ch. 13 to Scottsbluff-Gering-Terrytown and delete that channel from Alliance; add educational chs. *9 to Lakeside and *12 to North Platte, delete ch. 9 from North Platte and add it to Superior, all Nebraska; (B) add ch. 8 to Scottsbluff-Gering-Terrytown, substitute educational ch. *11 for ch. *8 in Laramie, Wyo., ch. 8 for ch. 13 in Rock Springs, Wyo., and ch. 13 for ch. 11 in Rawlins, Wyo., (C) add ch. 11 to Julesberg, Colo.

Group 2: (A) Add educational chs. *3 to Bassett, *4 to Kearney, *8 to Albion, and reserve chs. *13 (now commercial) in Alliance and *9 (now commercial) in North Platte; (B) add ch. 4 to Superior, ch. 8 to Albion, and educational chs. *7 to Bassett and *3 to Lexington or Oxford, all Nebraska.

Group 3: Switch ch. *8 from Manhattan to Hutchinson, ch. *11 from Lawrence to Topeka, delete ch. 16 from Wichita and add it to Chanute for educational use, add ch. *4 to Grainfield, delete ch. 9 from Garden City and place it in Lincoln for educational use, and add ch. *3 to Lakin or Satana, all Kansas.

Commission denied suggestion by Terry Carpenter Inc. to assign ch. 11 to Terrytown by various channel changes which would require KSTF (TV) to shift from ch. 10 to ch.

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13 in Scottsbluff. Since simpler methods whereby vhf channel could be assigned to Terrytown have been proposed, commission felt that Carpenter suggestion would unduly complicate and lengthen proceeding. Action Oct. 18.

■ Commission granted, subject to certain conditions, a request by the City of New York that it be permitted to send scrambled transmissions over the Commission's uhf-tv experimental broadcast station WUHF atop the Empire State Building in association with the city's municipal station WNYC-FM. Comrs. Craven and Cross dissented; Comr. Ford absent. Action Oct. 18.

■ Commission has had many inquiries concerning possible dates of designation for hearing of pending applications for new tv broadcast stations to operate on vhf channels recently assigned to Syracuse and Rochester, N. Y., and Grand Rapids, Mich. Because of widespread interest in this matter, commission announces that orders of designation for hearing of pending applications for ch. 9 Syracuse, ch. 13 Rochester and ch. 13 Grand Rapids, will not issue prior to Nov. 1, 1961.

Attention of prospective applicants is called to provisions of Sec. 1.361(c)(1) of commission's rules which provides, in substance, that in order to be entitled to comparative consideration with application or applications already on file, application must be tendered for filing in substantially complete form by close of business on day preceding day on which commission takes action with respect to application or applications already on file for particular channel involved. Ann. Oct. 12.

■ Commission granted petition by Sangamon Valley Tv Corp. and extended from Oct. 16 to Dec. 4 time for filing comments in proposed rulemaking to deintermix Springfield, Ill., and from Oct. 30 to Jan. 8, 1962 for filing replies. Action Oct. 11.

ACTIONS ON MOTIONS

By Chairman Newton N. Minow

■ Granted petition by Jackson Bcstg. & Tv Corp. (WKHM) Jackson, Mich., and extended to Oct. 12 time to file exceptions to initial decision in proceeding on its am application. Action Oct. 19.

■ Granted petition by WDUL Tv Corp. (WHYZ-TV) Duluth, Minn., and extended to Nov. 13 time to file exceptions to initial decision in proceeding on its tv application. Action Oct. 9.

By Commissioner Frederick W. Ford

■ Granted petition by KWTX Bcstg. (KWTX-TV) Waco, Tex., and extended to Oct. 17 time to reply to Broadcast Bureau's "partial opposition to petition for reconsideration and grant without hearing" KWTX-TV application. Action Oct. 13.

■ Granted petition by Tidewater Bcstg. Inc., Smithfield, Va., and extended to Oct. 24 time to file replies to exceptions to initial decision in proceeding on its am application and Edwin R. Fischer, Newport News, Va. Action Oct. 13.

■ Granted petition by Mid-Florida Tv Corp. and extended to Jan. 19, 1962 time to file exceptions to initial decision in Orlando, Fla., tv ch. 9 remand proceeding. Action Oct. 13.

■ Granted petition by Burlington Bcstg. Co. and extended to Oct. 23 time to file petition for review in response to hearing examiner's order released Sept. 29 in proceeding on its application for new am station in Burlington, N. J., et al. Action Oct. 11.

By Chief Hearing Examiner James D. Cunningham

■ Granted petition by B. E. Bryant for dismissal of his application for new am station in Asheville, N. C., but dismissed application with prejudice and retained in hearing status am applications of Vernon E. Pressley, Canton, N. C., and Folkways Bcstg. Inc. (WTCW) Whitesburg, Ky. Action Oct. 16.

■ Dismissed with prejudice for failure to prosecute application of Holmes-Roberts Bcstg. Co. for new am station in Slaton, Tex.; dismissed as moot petition by Crosby County Bcstg. Co. for dismissal of Holmes' application, and retained in hearing status Crosby's application for new am station in Ralls, Tex. Action Oct. 16.

■ Scheduled prehearing conference for Nov. 8 and hearing for Dec. 13 in proceeding on am application for Dec. 13 in proceeding Inc. (WNNC) Newton, N. C. Action Oct. 16.

■ Granted petition by Broadcast Bureau and extended from Oct. 10 to Oct. 20, Oct. 24 to Nov. 3, and Nov. 3 to Nov. 13, the period for filing proposed findings, proposed conclusions and reply findings, and reply conclusions in consolidated am proceeding on applications of Richmond Bcstg. Co., Centerville, Ind., et al. Action Oct. 11.

■ Dismissed as moot request for approval of agreement by Ybor City Bcstg. Co. and Johnson Bcstg. Corp., applicants for new am stations in Ybor City and Indian Rocks Beach, Fla. Action Oct. 11.

■ Scheduled prehearing conferences and hearings for Nov. 6 and Dec. 13 in proceeding on applications of Barren County Bcstg. Co. and John M. Barrick for new am stations in Glasgow, Ky.; Quincy Valley Bcstrs. for renewal of license of KPOR Quincy, Wash. Action Oct. 11.

■ Granted petition by Frank S. Barc Jr. and dismissed, but with prejudice, his application for new am station in Mesa Ariz.; retained in hearing status similar applications of Maricopa County Bcstrs. Inc., and Maryville Bcstg. Co. Action Oct. 10.

■ Granted petition by Dale H. Mossman and dismissed but with prejudice, his application for new am station in Norwood, Ohio; retained in hearing status similar applications of Massillon Bcstg. Inc., Norwood, Ohio, and Covington Bcstg. Co. and Kenton County Bcstrs., both Covington, Ky. Action Oct. 10.

By Hearing Examiner Thomas H. Donahue

■ Granted petition by Vernon E. Pressley and continued hearing under Issue No. 10 from Oct. 16 to Oct. 30 on his application for new am station in Canton, N. C., which is consolidated for hearing. Action Oct. 13.

By Hearing Examiner Charles J. Frederick

■ Scheduled oral argument at October 25 prehearing conference on motion by Hershey Bcstg. Inc., Hershey, Pa., to enlarge issues to include "Evansville issue" in proceeding on its application and Reading Radio Inc., Reading, Pa.; setting of oral argument not to preclude filing of reply by Reading within time prescribed by rules. Action Oct. 11.

■ Denied petitions for leave to reopen record and for leave to amend filed by Jerome Sill, as assignee and successor to WFPG Inc., Toms River, N. J., in Doc. 13092 et al. Action Oct. 9.

By Hearing Examiner Millard F. French

■ Granted request by Louise E. and Gerald K. Mann (KTKR) Taft, Calif., and continued without date Oct. 16 hearing on their am application. Action Oct. 11.

■ Granted petition by Courtney Bcstg. Co. for severance of its application and Winfield Bcstg. Co. for new am stations in Winfield, Kans., from consolidated proceeding with applications of Oklahoma Bcstg. Co. and Sapulpa Bcstrs. for new stations in Sapulpa, Okla.; ordered independent proceedings on applications for each city. Action Oct. 6.

By Hearing Examiner Isadore A. Honig

■ Granted requests by applicants and received in evidence revised paragraphs 8 and 9 of Exhibit 2 of KDEN Bcstg. Co. (KDEN) Denver, Colo., and additional Exhibit 3 of Kenneth G. and Misha S. Prather, Boulder, Colo.; ordered proposed findings in proceeding on their am applications to be filed by Nov. 10 and replies by Nov. 24; closed record. Action Oct. 11.

By Hearing Examiner Annie Neal Huntting

■ Granted petition by applicants and continued from Oct. 11 to Oct. 17 date of exchange of exhibits constituting direct case and from Oct. 25 to Oct. 27 for notification of witnesses desired for cross-examination in proceeding on am applications of Catskills Bcstg. Co., Ellenville, N. Y., et al. Action Oct. 11.

■ Upon agreement at prehearing conference, scheduled hearing for Nov. 14 on applications of The Young People's Church of the Air Inc., and WJMJ Bcstg. Corp. for new fm stations in Philadelphia, Pa. Action Oct. 11.

By Hearing Examiner H. Gifford Irion

■ Granted motion by Des Plaines-Arlington Bcstg. Co., Des Plaines, Ill., and continued Oct. 17 hearing to Oct. 27 in proceeding on its am application which is consolidated in Doc. 12798 et al. Action Oct. 13.

■ Denied petition by Ruth M. Crawford, executrix of estate of Percy B. Crawford (WYCA) Hammond, Ind., for leave to amend fm application to reduce interference toward proposal of Service Bcstg. Corp., Kenosha, Wis. Action Oct. 12.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING Oct. 19

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps.	Not on air	For new stations
AM	3,600	42	102	850
FM	874	54	168	166
TV	487[1]	68	82	115

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING Oct. 12

	VHF	UHF	TV
Commercial	468	85	553
Non-commercial	38	18	56

COMMERCIAL STATION BOXSCORE

Compiled by FCC Sept. 30

	AM	FM	TV
Licensed (all on air)	3,600	876	487[1]
Cps on air (new stations)	35	45	59
Cps not on air (new stations)	154	193	92
Total authorized stations	3,789	1,114	657
Applications for new stations (not in hearing)	532	98	32
Applications for new stations (in hearing)	166	26	43
Total applications for new stations	698	124	75
Applications for major changes (not in hearing)	504	71	41
Applications for major changes (in hearing)	116	7	13
Total applications for major changes	620	78	44
Licenses deleted	0	2	0
Cps deleted	1	0	1

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[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.

By Hearing Examiner David I. Kraushaar

■ Dismissed as moot Broadcast Bureau's motion for extension of time to Oct. 3 to file proposed findings in matter of modif. of license of Marietta Bcstg. Inc. (KERO-TV ch. 10) Bakersfield, Calif. Action Oct. 12.

■ Scheduled prehearing conference for Nov. 3 in proceeding on applications of Windber Community Bcstg. System and Ridge Radio Corp. for new am stations in Windber, Pa. Action Oct. 11.

By Hearing Examiner Forest L. McClenning

■ Granted motion by George F. O'Brien, New Milford, Conn., and extended from Oct. 16 to Oct. 20 time for final exchange of hearing exhibits in consolidated am hearing in Doc. 14166 et al. Action Oct. 11.

■ Granted request by Port Chester Bcstg. Co., Port Chester, N. Y., for continuance of certain procedural dates in proceeding on its am application and that of Putnam Bcstg. Corp., Brewster, N. Y.; extended from Oct. 16 to Nov. 1 date for exchange of preliminary drafts of technical engineering exhibits, and from Oct. 30 to Nov. 16 date for exchange of exhibits to be offered in evidence in presentation of direct affirmative cases. Action Oct. 9.

By Hearing Examiner Herbert Sharfman

■ Scheduled hearing for Oct. 31 in proceeding on am application of Batavia Bcstg. Corp. (WBTA) Batavia, N. Y. Action Oct. 11.

■ Granted petition by WMOZ Inc., and rescheduled hearing from Oct. 17 to Dec. 4 in proceeding on application for renewal of license of WMOZ Mobile, Ala., and revocation of license of Edwin H. Estes for WPFA Pensacola, Fla. Action Oct. 10.

By Hearing Examiner Elizabeth C. Smith

■ Granted petition by WAEB Bcstrs. Inc. (WAEB) Allentown, Pa., reopened record in proceeding on its am application, rescinded dates currently specified for filing of proposed findings and reply findings, scheduled Oct. 25 date for further exchange of engineering evidence, and hearing for Nov. 8. Action Oct. 6.

BROADCAST ACTIONS
by Broadcast Bureau

Actions of Oct. 17

■ Following stations were granted modif. of cps to change type trans.: WJFC Jefferson City, Tenn., and change name to Jefferson County Bcstg. Inc.; KFKF Bellevue, Wash.; WIRY Inc. (call letters unassigned), Lake Placid, N. Y.

Actions of Oct. 16

WPAT-AM-FM Paterson, N. J.—Granted assignment of licenses to Capital Cities Bcstg. Corp.

KELY Ely, Nev.—Granted authority to operate from sign-on at 6 a.m. to sign-off at 6 p.m.

WBHB Fitzgerald, Ga.—Granted license covering installation of new trans.

Spanish Valley Community Tv Assoc., Moab, Utah—Granted cp for new vhf tv translator station on ch. 7 to translate programs of KUTV (ch. 2) Salt Lake City, via intermediate translator station.

KLIX-TV Twin Falls, Idaho—Granted cp to change ERP to vis. 247 kw, aur. 124 kw, specify studio location, make changes in trans., type ant., equipment; ant. height 1,060 ft.

■ Following stations were granted cps to install new trans.: WWOD-FM Lynchburg, Va., and increase power to 1 kw; WMIX-FM Mt. Vernon, Ill.

KAYL-FM Storm Lake, Iowa—Granted cp to install new ant. and increase ERP to 17.47 kw.

WOR New York, N. Y.—Granted cp to erect auxiliary ant.; condition.

■ Remote control permitted following stations: WEAQ Eau Claire, Wis., main and aux., while using non-directional ant.; WIAL (FM) Eau Claire, Wis.; KDAB Arvada, Colo.; WLOS- FM Asheville, N. C.

■ Following stations were granted change of remote control authority: KLIF, KROW (FM) Dallas, Tex.

■ Following stations were granted cps to install auxiliary trans.: WMUU-FM Greenville, S. C.; KPOL-FM Los Angeles, Calif.

WLNC Laurinburg, N. C.—Granted mod. of cp to change ant.-trans. and studio location.

KLUK Evanston, Wyo.—Granted mod. of cp to change type trans.

WEOK-FM Poughkeepsie, N. Y.—Granted mod. of cp to increase ERP to 4.7 kw, decrease ant. height to 830 ft., change type trans., ant., make changes in ant. system, change trans. location (same site description); remote control permitted.

WKMK Blountstown, Fla.—Granted mod. of cp to change ant.-trans. location and main studio location; remote control permitted.

■ Following stations were granted extensions of completion dates as shown: KTIX Seattle, Wash., to Dec. 15; WDYL Ashland, Va., to Feb. 1, 1962; WDJK Atlanta, Ga., to March 1, 1962; KACL Santa Barbara, Calif., to March 25, 1962; KIXI Seattle, Wash., to Dec. 1.

Actions of Oct. 13

WEEE Rensselaer, N. Y.—Granted assignment of cp to Fairview Bcstrs Inc.; extension of completion date to Feb. 14, 1962.

Columbia Bcstg. System Inc., New York, N. Y.—Granted extension of authority to transmit programs to CFRB, CKAC, CJAD and other stations under the control of Canadian Bcstg. Corp. for period Sept. 15, 1961 to Sept. 15, 1962, without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with Sec. 317 of Communications Act and without prejudice to such action as commission may deem warranted as result of its final determinations with respect to (1) conclusions and recommendations set forth in the report of Network Study Staff; (2) related studies and inquiries now being considered or conducted by commission; and (3) pending anti-trust matters.

WLOS-FM Asheville, N. C.—Granted authority to remain silent from Oct. 5 to Dec. 1.

■ Following stations were granted mod. of cps to change type transmitter: KO4BP Collbran, Colo.; K1OBT Mesa, Colo.; KSHE Crestwood, Mo.

KWUN Concord, Calif.—Granted mod. of cp to make changes in DA pattern.

KDCD-TV Midland, Tex.—Waived Sec. 3.685 of rules and granted mod. of cp to change ERP to vis. 0.759 kw, aur. 0.389 kw, change studio location, make changes in geographic coordinates, ant. system and equipment; ant. height 390 ft.

WTEL Philadelphia, Pa.—Granted change of remote control authority.

Actions of Oct. 12

***K70CO, School District No. 1 and New Mexico Dept. of Education, Taos, N. M.**—Granted cp for new uhf tv translator station on ch. 70 to translate programs of KNME-TV (ch. 5) Albuquerque; condition.

W11AA, Aroostook Bcstg. Corp., Madawaska, Me.—Granted cp for new vhf tv translator station on ch. 11 to translate programs of WAGM-TV (ch. 8) Presque Isle; condition.

KDAL Inc., Grand Portage, Minn.—Granted cp for new uhf tv translator station on ch. 79 to translate programs of KDAL-TV (ch. 3) Duluth, via intermediate translator station; condition.

Northwest Publications Inc., Grand Portage, Minn.—Granted cp for new uhf tv translator station on ch. 82 to translate programs of WDSM-TV (ch. 6) Superior, Wis., via intermediate translator station; condition.

WRSJ Bayamon, P. R.—Granted increased daytime power from 250 w to 5 kw, continued operation on 1560 kc, 250 w-N and new trans. for daytime use; condition.

WISV Viroqua, Wis.—Granted increased power on 1360 kc, D, from 500 w to 1 kw and installation of new trans.; condition.

WREX-TV Rockford, Ill.—Granted cp to utilize trans. formerly authorized as auxiliary trans. at main trans. site.

KIWA Sheldon, Iowa—Granted mod. of cp to change type trans.

KKAL Denver City, Tex.—Granted mod. of cp to change type trans.

KO6AR, KO9BD Creede, Colo.—Granted mod. of cps to change make of trans.

K11AY, K13BB Carlin, Nev.—Granted mod. of cps to change make of trans. and make changes in ant. system.

K1OAD Area, Colo.—Granted mod. of cp to change type trans.

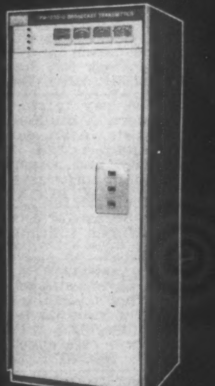
Actions of Oct. 11

■ Granted cps for following new vhf tv translator stations: Glenwood Tv Committee, Glenwood Springs, Colo., on chs. 11, 3, 9 and 6 to translate programs of KOA-TV ch. 4 Denver, via ch. 10 Avon, Eagle, Edwards, Gypsum and Wolcott, via ch. 6 Glenwood Springs (Lookout Mountain), KFBC-TV ch. 5 Cheyenne, Wyo., via ch. 7 Avon, Eagle, Edwards, Gypsum and Wolcott (Castle Peak) and same via ch. 3, Glenwood Springs (Lookout Mountain), KOA-TV via ch. 10 Avon, Eagle, Edwards, Gypsum

Continued on page 95

ITA Quality MEANS DEPENDABILITY

1 kw FM TRANSMITTER



FM's Best 1 KW Buy!

Specially designed for multiplex and stereo broadcasting, this compact unit uses ITA's phase-modulated FM exciter for stability and dependability. Requires only two tube types for simple, economical maintenance. Remote control is extremely practical . . . very few adjustments required. Offers these features: • Stable Grounded Grid PA • Self-neutralized • Semi-conductor Power Supplies • Free Installation Supervision. It's value packed! For complete information write ITA Dept. BJ-4.

ITA

ITA Electronics Corporation
BROADCAST DIVISION
Lansdowne, Pennsylvania

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.*
- DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising require display space.*
- All other classifications 30¢ per word—*$4.00 minimum.*
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Sales

Progressive single market station is looking for a sales manager interested in settling in growing Texas community city of 10.-000. Good opportunity, pleasant working conditions. Must be experienced in sales and prefer air voice if possible. Job is now open but will wait for right application. Box 799G, BROADCASTING.

If you have two or more years experience selling in radio on a fulltime basis and you would like to make money, this is what we can offer you. You will sell Radio time in the most beautiful and fastest growing area in Florida with top compensation. As our yankee salesman says; "Man! Florida weather, the beach and good money what more could I ask for, Join me!" Send resume to Box 288H, BROADCASTING.

$15,000 is what we pay to start local radio salesman in eastern 3 million market. No swivel chair artists. After you've proven yourself you'll direct a staff of local salesmen. Opportunity and advancement unlimited with chain organization. Replies confidential. Box 475H, BROADCASTING.

Two old, not has-beens AM pros with sports and sales for Michigan fulltimer. Box 561H, BROADCASTING.

Experienced time salesman wanted. Draw and commission. Good established full time station. Must have good selling background, chance to become commercial manager—plus other benefits. Mail full detail first letter. Experience — references — picture — salary. Box 578H, BROADCASTING.

Immediate opening in local sales staff in single station market. Must be thoroughly experienced in radio sales. Personal interview a must. Contact General Manager KATE, Albert Lea, Minnesota.

Louisiana, experienced competitive market salesman. Excellent accounts and commissions for right man. Personal interview necessary. Apply John Strength, K-REB, Shreveport.

Experienced announcer desiring extra income thru sales. KTFI, Twin Falls, Idaho.

Salesman wanted: One of North Carolina's most modern and progressive radio stations (am and fm) has immediate opening for aggressive, alert salesman. Guaranteed salary against draw . . . depending on sales record and ability to produce on full-time sales. Send photo and full resume at earliest opportunity to: Clay Cline, WDBM. P.O. Box 1027, Statesville, North Carolina.

Michigan daytimer—network affiliate has opening for 1st phone announcer. Prefer family man. Local news experience—permanent employment for competent man. Personal interview necessary. First send tape, resume, salary requirements. J. F. [illegible] WJUD, St. Johns, Michigan.

Salesman, ready to move up to local sales manager. $100 per week plus liberal commissions and car allowance. Bright future for career position and earnings in excess of five figures yearly. One station market. Must have local sales experience and ability to write hard hitting commercials. No chair or phone salesman wanted. Station WNJH, Hammonton, New Jersey. Apply WCOJ, Coatesville, Pennsylvania.

Salesman (2) send complete resume to F.O. Pease, G.M., WSUG, Clewiston, Florida. No fone calls.

Sales manager—aggressive, creative, ready to grow rapidly with central Michigan's first commercial fm station and network. Apply with details to John P. McGoff, WSWM, Box 289, East Lansing.

Help Wanted—(Cont'd)

Sales

Local sales position available for right man with advertising agency, 705 Olive Building. Can make $139.72, $205,17 weekly, radio and tv, St. Louis 1, Missouri, Ch 1-6656.

Announcers

Country music dj personality for board shift and part time selling. Florida fulltime all country music station offers wonderful opportunity for a dj who loves country music. Tape, resume to Box 374H, BROADCASTING.

Wonderful opportunity for wide awake morning man in smaller market looking for opportunity in major eastern market. Adult format. Deep resonant voice, strong commercial delivery required. Send tape, resume and photo to Box 428H, BROADCASTING.

Mature delivery? Deep resonant voice? Quality radio announcer needed for beautiful music adult am-fm-tv station in midwest. If you pride yourself in high professional standards we'd like to hear your tape. Box 517H, BROADCASTING.

Eastern Pennsylvania chain needs experienced man for 5000 watt station. Excellent salary, ideal conditions, good opportunities. Send tape, resume. Box 519H, BROADCASTING.

Versatile announcer for staff and farm programs on network station in city of 13,000. Illinois. Box 520H, BROADCASTING.

Wanted: versatile announcer with good, tight swinging sound for southeastern North Carolina, 1000 watt, daytimer. Send tape, resume to Box 572H, BROADCASTING.

Mid eastern state—staff man with morning potential, no novices, drifters or hot shots. Personal interview required. Send photo, tape, resume, references, salary expected. Box 577H, BROADCASTING.

Announcer with first phone, maintenance secondary. No "rock" jocks. Send resume KIQS, Willows Hotel, Willows, California.

Leading full time thousand watt station needs experienced all around announcer at once. Must be capable of adult programming, highly commercial. Salary open but the right man will deserve and justify at least $450.00 a month. Prefer non military obligated man from midwest as personal interview is necessary. Excellent permanent opportunity for man who can qualify. Call Jerrell Shephered, KNCM, Moberly, Missouri, Amherst 3-1600.

Wanted: a combination man that is capable of complete maintenance and operating a board shift. Please send tape with reply. KODI Radio, Box 1222, Cody, Wyoming.

WBHB needs top flight announcer immediately. Send tape, resume to Paul E. Reid, WBHB, Fitzgerald, Georgia.

Staff announcer wanted. Location Maryland, Eastern Shore. Experience necessary. Strong news and adult music programming. Sam Cannon, WCEM, Cambridge, Maryland. AC 8-4800.

Opening for experienced salesman-announcer. Who can assume duties of salesmanager. Prefer morning man background. Excellent future with a newspaper owned station. Send tape, resume to Bill Poole, WFLS, Fredericksburg, Virginia.

Help Wanted—(Cont'd)

Announcers

Immediate opening for experienced announcer. Forward audition and resume to manager, WASA, Havre de Grace, Maryland.

Immediate job with 5000 watt station as local and area news director. Will have assistant. Must work 6 days a week. Mileage allowance. 3 week vacation. Complete news studios. Salary depends on experience and qualifications. Apply: H. M. Thayer, WGHQ, Kingston, N. Y.

Announcer-salesman and announcer-writer. Good job . . . good pay for good man. Apply J. B. Delzell, WGTN, Georgetown, South Carolina.

Immediate opening for announcer-engineer at 5 kw fulltime station. Prefer good announcer. Telephone Carol Hines, WHNY, Mccomb, Miss.

For 50 kw operation, warm, friendly personality for mature audience morning show. Rush tape, picture, background to WLAC Radio, Nashville, Tennessee.

Wanted: young, announcer dj for non-frantic top 40 format in one station market 60 miles from Nashville. Minimum, one year experience. Must have good delivery for tape recording commercials. Send air check and resume to Murray Chumley, WMSR, Manchester, Tenn. State salary requirements. Do not apply unless you are close enough to come for personal interview.

Morning top 40 personality needed. Rush resume and tape to Johnny Canton, WRAW, Reading, Pa.

Pleasant morning announcer, adult music station, good permanent working conditions with latest equipment. Opportunity for advancement. Only experienced applicants considered. Send tape and resume first letter. No collect calls please. Manager, WRTA, Altoona, Pa.

Experienced combo-announcer-production, announcer-sales, or announcer-first class license. Box 1056, Twin Falls, Idaho.

Two first-phone announcers. New station in southcentral Pennsylvania. Experience not necessary; age no limit. Contact Glenn Winter, Box 1480, Shippensburg, Pa.

Technical

Chief engineer—Mississippi ND daytimer, going directional night—regional applicants preferred. Send complete resume, salary requirements and late photograph first letter. Box 953G, BROADCASTING.

WJON, St. Cloud, Minn., is seeking capable engineer-announcer with above average engineering capability. WJON is now in process of building a complete new building and will house brand new X-mitter. Work will be nites. Successful applicant will be chief. Send complete background to A. E. Dahl, Gen. Mgr.

Production—Programming, Others

Pulse rated No. 1 station midwest market of 300,000 looking for experienced newsman. Half and half leg work and air work. No beginners. Send particulars and/or tape to Box 435H, BROADCASTING.

Newsman who can gather and broadcast news for network station in city of 13,000. Illinois network station. Box 521H, BROADCASTING.

Help Wanted—(Cont'd)

Production—Programming, Others

New England—major indie operation needs good producer. Real opportunity with grow-multiple chain for right man. Resume to Box 538H, BROADCASTING.

Suburban Chicago—combo. First class license. Permanent. Open now. $125.00 per week. Complete information and tape to WEAW, Evanston, Illinois.

Experienced newsman. Capable of showing leadership, initiative and editorial judgment with a pace setting news station. If you live news you'll love this. WISM, 122 E. Main, Madison, Wisconsin.

Modern, dynamic newsman, strong on writing and delivery. Send resume and tape to Johnny Canton, WRAW, Reading, Pa.

Experienced newsman to gather, write, and deliver local and area news. Send tape, resume, references to WSOY, Decatur, Illinois.

RADIO

Situations Wanted—Management

Manager-commercial manager. Eight years experience these capacities. Also national network and advertising agency. Solid record of profits and success. Box 409H, BROADCASTING.

I'm a wanted man . . . Salesmanager, top 50 market. Loyal and dynamic, outstanding track record in highly competitive market, have figures. Present AAA-I rated employer wants me—but I want opportunity for greater growth . . . perhaps you need a wanted man. Box 504H, BROADCASTING.

Management: Aggressive, capable, 34 years old. 7 years experience. Small market, sales, sales manager, assistant manager. Family man, veteran, civic minded. Best of references. Desire change and opportunity. Box 523H, BROADCASTING.

Top man for right position. Thirteen years, programming, production, announcing, sales, promotions, merchandising, ideas. Seven years present employer. Prefer Florida or other coastal market to best utilize extremely successful specialty. Will consider other if right opportunity. 32, family. Box 525H, BROADCASTING.

Active manager, sales, promotions, airwork. Medium market experience. Desire healthy, progressive minded market. Good references. Box 530H, BROADCASTING.

Manager-commercial manager. 15 years with top southern stations. Thoroughly experienced in station operation and sales. Available November 1. Box 555H, BROADCASTING.

Dominate your area with a manager who can attract billing, trim expenses, up profit in thin, tough small market. Box 569H, BROADCASTING.

Available immediately, twelve years radio, manager, salesman, chief engineer, announcer. Eddie Lane, Welch, West Virginia, He 6-3354.

Interested sales management medium southwest market. Experienced, effective. Edwards, Box 7222, Albuquerque, New Mexico.

Announcers

Sports director looking for sports minded station. Finest of references. Box 220H, BROADCASTING.

With number one in top thirty market, midwest. Prefer south, Los Angeles, Texas. Top forty or good "good music." Humorous style. Bright. Seven years experience. 25, family. Military completed. References. Available November. Box 449H, BROADCASTING.

Combo-man with limited experience desires station in Florida or surrounding states. Mature with liking for good music. Fair announcer with first phone. Bob Mundy, 1250 Emeralda Drive, Orlando, Florida.

Situations Wanted—(Cont'd)

Announcers

Attention New England! Presently employed family man of four seeking permanency medium or large market good music station. Six years experience. Pd, nd, sd, dj, am man, play-by-play. $125.00 minimum. State type of audition required. Box 459H, BROADCASTING.

Announcer, dj; tight format, mature voice, experienced. Want to settle. Box 467H, BROADCASTING.

Broadcasting graduate, #3 FCC. Announcer, news. Age 36—new in business. Box 501H, BROADCASTING.

Experience counts: 3 years university footfall play-by-play. Smooth, solid and stable. Presently employed in fast moving operation in "Big Ten" city. Family, college grad, draft exempt. Box 502H, BROADCASTING.

Ayem personality, music, pd 5 kw 600,000 market desires relocation, advancement potential. No first phone; I'm not a chief engineer, but do run tight board with "bits." Intelligently humorous, mature, single, 27, college, car, trade knowledge, experience, tape, ratings, references, resume now. No top 40. Ten hour workday normal; want a hustler? Box 505H, BROADCASTING.

Texas firstphone: Tell all first letter. No mind reader. Box 506H, BROADCASTING.

Personality dj. Experience, college, first phone, draft exempt, available immediately. Box 507H, BROADCASTING.

Sensible announcer: A yen for good music. Excellent on commercials. Make your ratings climb. Hire me! Box 516H, BROADCASTING.

Attention: South or east, young, aggressive, married. Announcer. Professional school graduate. One year experience. Box 518H, BROADCASTING.

Can you use a man that is radio wise? Have a good voice, over 5 years experience. 1st class ticket, mature and married. Box 524H, BROADCASTING.

Big sound air personality. Twelve years experience, all phases, programming, sales, dj. 32, family, college degree. Now employed. Metropolitan experience. Good character and work references. Must have good dollar. Box 529H, BROADCASTING.

Announcer currently employed met market seeks position of responsibility. Radio since 1947, permanent. Strongest personal and professional references. Salary secondary to opportunity, congenial working conditions, good community for family. Box 531H, BROADCASTING.

Board, staff. No chatter or sales. Kansas or close. 25. Box 532H, BROADCASTING.

Experienced fast paced dj desires top 40 position. Proved audience builder. Box 533H, BROADCASTING.

Announcer, beginner, no professional experience, college graduate. Radio major, armed forces radio experience. Box 534H, BROADCASTING.

Sick of working for nothing. Personality plus! Top 40 & news, production. Married. Good references, draft free. $150.00 minimum! Boost any ratings! Box 536H, BROADCASTING.

Announcer—four years experience, good voice. Prefer midwest, small station new/old. Family, available immediately. Box 539H, BROADCASTING.

1st phone, age 43. 5 years chief engineer 5 kw da & fm, 7 years transmitter engineer. 3 years mobile radio, 4 yrs. technician & asst. radio engr. r & d radar and marine transmitter. Graduate army and civilian radio school. Amateur license. Car, married, family. Mechanical inclined, available on 2 weeks notice. Box 547H, BROADCASTING.

Program director/and/or announcer, desires change. 6 years experience in all phases of radio, mostly format. Last 5 years with same corporation. Box 550H, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Major west coast personality brings sales ideas, personal appearances, writing and production of commercials, plus a fast moving comedy-music show. Strictly young-adult audience. Top ratings & references. Box 551H, BROADCASTING.

West-southwest. 10 years radio experience. #1 morning show in competitive market. Experienced in all phases of sports, production, programming, and sales. Ready Nov. 15th. $579.50 plus. Box 553H, BROADCASTING.

DJ, announcer, newscaster, experienced. Do tight work, run board. Sportscaster. Box 562H, BROADCASTING.

DJ, experienced, not a floater. Wants to settle down. Box 563H, BROADCASTING.

Experienced announcer, dj, progressive family man. Fast board, negro. Box 564H, BROADCASTING.

Experienced negro announcer, family man, run tight board. Ambitious, will travel. Box 565H, BROADCASTING.

Negro dj. Experienced, free to travel. Tape, resume on request. Box 566H, BROADCASTING.

Experienced dj, newscaster, looking for large market in northeast. Box 567H, BROADCASTING.

Top-forty dj, tight, runs own board. Married, veteran. Box 570H, BROADCASTING.

Experienced announcer-engineer, 1st phone. All considered. Florida preferred. Box 571H, BROADCASTING.

Increased business comes only from forceful merchandising. My years of actual major sports competition gives me the facts for an extensive background. As a pro sportscaster, commentator, and personality of major proportions I have been enthusiastically received and sought by listeners and sponsors alike. Four years of successful sales has enhanced the desire to return to the air. A quality radio and television station should investigate by writing Box 575H, BROADCASTING.

Have first phone. Want home in east. KTTN, Trenton, Mo.

Combo-man. Limited experience, good voice, runs tight show, likes news, has some college, and first phone. Professionally trained. Write or wire Bill Blackwell, 3939 Lively Lane, Dallas 20, Texas.

Young negro announcer 6 years of experience. Capable of handling all markets, not afraid of hard work, salary open. Phone Iv 6-2868, Edward Green, 265 E. Columbia St., Hempstead, L. I., N. Y.

See for yourself if I have the effective radio voice you are looking for. 31, broadcasting school graduate, some college and sales background. Write, wire or phone Donald Johnston, 5756 N. Fairfield, Chicago 45, Illinois, Ar 1-1202.

Have first phone, 2 years experience as combo-man. Need to move. Presently employed. Veteran, no service obligations. 34 years old. Write 205 3rd Avenue, phone In 5-3091, Madill, Oklahoma. Tommy Jones.

Announcer: news, dj, also write copy. Need station that will give young ambitious beginner, start. Want to live in Kansas. Military service completed. For tape, resume, Gerald Laprade, 13 Dragon Circle, Easthampton, Mass.

First phone personality, staff announcer, newscaster, dj, desires permanent employment. Can do maintenance, a real $$$ maker. For tape, photo and resume contact Abram B. Staggs, 1025 Valley Drive, Sand Springs, Oklahoma. Home Ci 5-3180.

Combo man—first ticket, good voice—good on news, commercials. Draft exempt, some sales, minimum $125.00. Box 8101, Nashville 7, Tenn.

Situations Wanted—(Cont'd)

Technical

Chief engineer desires change to stable operation experienced to 50 kw. Construction, maintenance—directionals, field work and proofs. Box 509H, BROADCASTING.

Broadcast engineering specialist. 18 years construction, rejuvination, proof of performance, chief since 1944. Family man, sober, 3 years present position. Desire south or pacific northwest. Box 513H, BROADCASTING.

Want an inexperienced technical dope for your chief engineer? Then don't write. Box 537H, BROADCASTING.

Chief engineer (am) employed, young, ambitious, married, veteran desires position as engineer and management trainee. Prefer south-east or Texas. Box 576H, BROADCASTING.

Production—Programming, Others

Mtn states or Calif! 5 years experience production, programming, all phases of radio. 2 years major market. Wish permanent position in or near larger city. Sincere, 32, family man. Asking $500 month. Box 480H, BROADCASTING.

Good news; I like your regular fifteen minute programs. Most other stations cover only the 'headlines' . . . How true! Box 508H, BROADCASTING.

News director—will trade . . . top-rated major market radio-tv proven ability, for position with newsminded management looking for authoritive, mature, audience building delivery. Journalism bred, executive tested, community minded, non-transient. Tapes? Of course. Box 541H, BROADCASTING.

Hardworking, creative newsman leaving New York metropolitan area station after year. Also 2 years newspaper magazine editorial, 2 years armed forces radio, Married, 30, Harvard graduate. Prefer large metropolitan areas. Excellent developing features, lively angles, editorials in-depth coverage, sports ideal for tv/radio combination, available immediately. Box 543H. BROADCASTING.

Newsman—gather, write and air—two degrees. On air 10 years, 3 years in news including newspaper. Box 544H, BROADCASTING.

Experienced all phases of broadcasting and ready to streamline a station with the nation's best ideas as program operations director. Will do some on air work—plus much production. Free hand only. Box 552H, BROADCASTING.

Veteran of 13 years all phases radio/tv seeking assignment with news/sports conscious operation in sizeable market. Prefer tv or combination radio/tv/. Will perform other duties. Single, veteran, 39, dependable, 1st phone. California preferred. Available immediately. Full particulars, tape and references on request. Write Box 558H, BROADCASTING.

Woman seeks position in continuity and programming. No experience, graduate of NAOB. Box 559H, BROADCASTING.

Program director-announcer, 4 years experience, references. Married, 27. Presently employed as p.d., and third ranking morning man in half million market. Interested in settling down with progressive station in major market. Box 560H, BROADCASTING.

Sports director: five years broadcasting basketball, football, and some baseball. Also excellent newsman. Box 573H, BROADCASTING.

TELEVISION

Help Wanted—Sales

TV sales experience. We have an opening for you. Draw-commission, no ceiling, profit sharing, insurance and vacation. Write KFBB, Box 1139, Great Falls, Montana.

Help Wanted—(Cont'd)

Sales

Sales secretary wanted with radio or television station, traffic, advertising agency or related experience. Major New York station representative firm. Good starting salary, profit sharing, other benefits. All replies confidential. Box 568H, BROADCASTING.

Announcers

Experienced tv announcer would also do children's program. Send tape, resume, picture and salary to Dick McDaniel, Program Director, KFEQ-TV, St. Joseph, Me.

Technical

Midwest vhf station, needs experienced studio and transmitter man. Must have first phone license. Please include draft status in resume. Box 667G, BROADCASTING.

TV transmitter engineer wanted. Dumont experience preferred. Please contact Lad Hlavaty, C. E., KCRG-TV, Cedar Rapids, Iowa.

Film technician: Competent, experienced man to technically evaluate film and maintain quality control in large film-video tape operation. Send resume and references to: Supervisor of Recording Services, WTTW, 1761 E. Museum Drive, Chicago 37.

Vacancies for tv control room operators and maintenance technicians. Tulsa and other areas of Corinthian stations. Write G. G. Jacobs, 302 So. Frankfort, Tulsa.

Production—Programming, Others

Producer-director. Excellent production opportunity with leading midwestern tv station doing above average live program schedule. Production experience required, good creative background desirable. Send detailed resume and salary requirements to Box 390H, BROADCASTING.

Position opening soon for experienced film editor. Good salary and many benefits. Must have completed military obligation. Write Box 512H, BROADCASTING.

Wanted: station artist. Background in tv art helpful but not a must. Send resume with salary requirements to Box 546H, BROADCASTING.

Needed immediately. Television director for ABC affiliate. Send complete resume to Al Evans, KCRG-TV, Cedar Rapids, Iowa.

TELEVISION

Situations Wanted—Management

Sales manager for major group tv station in one of nation's top markets wants to relocate for greater opportunity. Completely qualified for general manager or sales manager position. Outstanding national and local sales record and thorough knowledge of programming film buying, and day to day operations. Also extensive radio experiences. Can make money for you. Top references. Box 270H, BROADCASTING.

Manager-commercial manager. Eight years experience these capacities. Also national network and advertising agency. Solid record of profits and success. Box 410H, BROADCASTING.

You need to know the man you hire. Let's get acquainted. Box 503H, BROADCASTING.

Sales

Representative firm or responsible station position desired by experienced man. Box 510H, BROADCASTING.

Technical

Technical and operations supervisor of fine engineering department looking for opportunity to grow. Eight years experience; operations, construction, maintenance, VTR, color. Box 548H, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

TV and film coordinator now with leading ad. agency. Requires change to network or tv station admin. post. Interested only in challenging top-pressure work. Box 438H, BROADCASTING.

Video switcher-director. 8 years experience with same station. 34, married, 1st phone. Film, audio and camera work experience. Box 515H, BROADCASTING.

Newsman, versatile, creative, a year New York area radio. 2 years armed forces network. Much magazine newspaper editorial experience. Harvard graduate 30, married. Can handle studio and remote work, knowledge photography. Personable, would consider radio-television combination. Box 542H, BROADCASTING.

Newsman. Experienced two degrees. Gather, write and air. Seek better opportunity. Box 545H, BROADCASTING.

Program manager—5 years assistant program/film director/operations manager. Thoroughtly grounded in sales and accounting. Experienced in organization and administration. Background all phases documentary film production. College graduate. Box 549H, BROADCASTING.

Director. 7 years on board. Excellent ref. present employer. Salary commensurate with the support of 5. Month's notice. West coast. Box 554H, BROADCASTING.

Veteran of 13 years all phases radio/tv seeking assignment with news/sports conscious operation in sizeable market. Prefer tv or combination radio/tv/. Will perform other duties. Single, veteran, 39, dependable, 1st phone. California preferred. Available immediately. Full particulars, tape and references on request. Write Box 557H, BROADCASTING.

FOR SALE

Equipment

Latest RCA 250 watt transmitter BTA 250M, built in remote control. many spare parts and tubes. Excellent condition, sell very reasonable. Box 473H, BROADCASTING.

2 Ampex 300—2's, demonstrators, 3¾-7½ ips, takes 14″ reels, two channels. Box 511H, BROADCASTING.

Seeburg model 200LU-1P 45 rpm record player excellent condition $425.00. KCID, Caldwell, Idaho.

1 Hewlett-Packard distortion analyzer model 330-B. 1 Hewlett-Packard audio oscillator model 201-B. 1 Raytheon transmitter control console. F.O.B. Greenville, good offers accepted. Vern Hutchinson, WESC, Greenville, S. C.

Microwave (Raytheon) transmitter and rack (model RTRT-1c), and one Raytheon microwave receiver and rack (RTRR-1C). Excellent condition—$3,975.00. Radio station WHUT, Anderson, Indiana. Phone John Karr at 644-1255.

Andrew Heliax, 350′, type H 1-50 (RG-270/v), 1 ⅝″ size, 50 ohms impedance, gas tight, black polyethylene jacket. Write Don Kemp, WSWM, Box 289, East Lansing.

Immediate sale—300′ Blawnox heavy-duty tower with guys. Dismantled; ready to go. $1,800. WTRN, Tyrone, Pennsylvania.

One used R. E. L., Inc. 10,000 watt fm broadcast transmitter complete with 1,000 watt driver and interconnecting wiring. Transmitter type No. 518-DL, including R. E. L. type 600 frequency modulation monitor. Immediate delivery. Capital Broadcasting Company, Inc., Virgil Duncan, Chief Engineer, 2619 Western Boulevard, Raleigh, N. C., Telephone 828-2511.

Am, fm, tv equipment including monitors, 5820, 1850, p.a. tubes. Electrofind, 440 Columbus Ave., N.Y.C.

For Sale—(Cont'd)

Equipment

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

Transmission line, styroflex, heliax, rigid with hardware and fittings. New at surplus prices. Write for stock list. Sierra Western Electric Cable Co., 1401 Middle Harbor Road, Oakland 20, California.

Image orthicon chains (2)—For quick sale. RCA TK31—Contact Glenn Winter or Jack Schuster, Phone 25531, York, Pennsylvania.

WANTED TO BUY

Equipment

Used equipment for one kilowatt fm operation. Need everything. Quote price. Box 461H, BROADCASTING.

Wanted: Channel 11 tv amplifier 50 watts peak visual power output. New or used. Box 500H, BROADCASTING.

Raytheon RC-11 or similar console, any condition. State price, details. Also need used test equipment. Box 535H, BROADCASTING.

Wanted, new or used fm receivers with audio amplifiers, incorporating relays with 15,000 and 20,000 mute and boost system, or information about where this might be secured. Write Box 540H, BROADCASTING, stating condition of equipment and asking price.

Wanted to buy Ampex 350 or 352 tape recorder. Must be in working condition. Write giving price and condition to KBIM, Box 910, Roswell, New Mexico.

Wanted: RF bridge, GR 916 or equivalent. Will buy or rent. Write chief engineer, KSYL, P. O. Box 1489, Alexandria, La.

Wanted: Microwave unit and or related mobile equipment for uhf under construction. Please contact Harold Gann at TW 7-5021, Kingsburg, California. Box 521.

Wanted: Used fm transmitter, antenna, equipment, send details. P. O. Box 668, Victoria, Canada.

Need WE 23-C studio console. Will also consider Collins dual channel. State condition and price in first letter. Box 10513, Tampa 9, Florida.

WANTED TO BUY

Stations

Radio station in Ohio, Indiana, Illinois, Michigan or Wisconsin. Have $30.000 down, Send details. Box 522H, BROADCASTING.

Hawaii or Kansas. Want station in Hawaii or Kansas. Must be property with solid potential priced right. All replies held in strict confidence. Please don't tease . . . want to know as much as you deem necessary in first letter. Box 526H, BROADCASTING.

$50,000 cash as down payment on a struggling metropolitan or profitable medium market operation. All considered. Confidence assured. Box 528H, BROADCASTING.

INSTRUCTIONS

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Instructions—(Cont'd)

Since 1946. The original course for FCC First Class Radiotelephone Operator License in six weeks. Reservations necessary. Enrolling now for classes starting January 3, March 7, May 9, July 11. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Instructions—(Cont'd)

FCC License in six weeks or less. Instruction covers additional material of new FCC examinations. No increase in tuition. License guaranteed for tuition of $300.00. No charge for extra time if needed. Next classes October 30 and January 8. Pathfinder. 5504 Hollywood Boulevard, Hollywood, California.

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

YOUR HANDY CLASSIFIED AD ORDER FORM

ISSUE DATE(s) ____________________

☐ **TF** (until forbid)

RATES

☐ **Situations Wanted**—20¢ per word—$2.00 minimum (Payment in advance)

☐ **Help Wanted**—25¢ per word—$2.00 minimum

☐ **Display ads** $20.00 per inch—STATIONS FOR SALE advertising require display space

☐ 1" ☐ 2" ☐ 3" ☐ 4" ☐ other

☐ **All other classifications** 30¢ per word—$4.00 minimum

(No charge for blind box number)

Indicate whether Radio or TV ☐ Radio ☐ TV

HELP WANTED

☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

SITUATIONS WANTED

☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

FOR SALE

☐ equipment

WANTED TO BUY

☐ stations
☐ equipment

ADDITIONAL CATEGORIES

☐ Instructions
☐ Business Opportunity
☐ Miscellaneous

COPY

(If larger space is needed, please attach separate copy)

BROADCASTING MAGAZINE, 1735 DeSales St., N.W., Washington 6, D. C.

NAME ____________________

COMPANY ____________________

ADDRESS ____________________

Remittance enclosed $ ☐ Bill

MISCELLANEOUS

Paying $1,000.00 yearly for 15 minutes daily. Pay in advance monthly. Christian overseas news. Reply only if you program minimum two hours daily religion. Gospel Radio Broadcasters, 5610 Camellia Avenue, North Hollywood, California.

"Deejay Manual," a complete gagfile containing adlibs, bits, gimmix, letters, patter . . . $5.00; Show-Biz Comedy Service, 65 Parkway Court, Brooklyn 35, N. Y.

25,000 professional comedy lines, routines, adlibs. Largest laugh library in show business. Special monthly topical service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N Y

Anyone knowing whereabouts of Oral Frank Osman (Bob Fields), please contact Elkins Institute of Radio & Electronics, 2603 Inwood Road, Dallas 35, Texas.

First aid to ailing announcers! Chicago Radio Syndicate Script Service for 5000 watters or less. New jokes! Fresh program material! Low cost! Protected area! For free sample write "The Weekly Prompter," Radio Division, 4151 W. Lake Ave., Glenview, Ill.

Business Opportunity

Am looking for partner in progressive radio station in intermountain area population 119,000, would like you to be willing to invest $45,000 for 45 percent of station with option to buy 50 percent. Station is 1000 watt daytimer currently in black. Box 579H, BROADCASTING.

RADIO

Help Wanted—Announcers

$15,000 PLUS
for
MORNING MAN

Major eastern metropolitan radio market. Modern pop music format. The competition is tough, but good man can help us beat them. Must have minimum 3 years experience. Tape and resume held in strictest confidence.

Box 474H, BROADCASTING

Production—Programming, Others

Advertising/Promotion Manager for 50,000 watt #1 station in area.

Need experience — drive — imagination
Responsible for advertising-promotion (audience-Sales) Ability to handle department and budget completely.

NEED NOW

Salary open to discussion.
Send complete resume to:

Carl W. Vandagrift
WOWO
128 W. Washington
Fort Wayne, Indiana

Help Wanted—(Cont'd)

Technical

WANTED

BROADCAST FIELD ENGINEER

We are looking for an alert, aggressive and clean cut broadcast engineer to operate throughout the United States assisting broadcast stations in tune-up of new equipment. He must be free to travel extensively and a degree would be helpful but more interested in a technically experienced broadcast engineer who understands AM-FM electrical techniques and can solve problems independently. He will be assertive, a self starter and capable of making competent decisions. He must also understand public relations since he will represent our company, technically to the customer. All expenses paid, excellent fringe benefits, salary commensurate with experience. Applicant should state his requirements and send a copy of his resume, to: Sales Manager, ITA ELECTRONICS CORPORATION, 130 East Baltimore Ave., Lansdowne, Pennsylvania. CL 9-8200.

RADIO

Situations Wanted—Announcers

PROGRAM DIRECTOR/
PERSONALITY
RON McKAY

Have resigned KONO, San Antonio. Now Available. Wire-write 2246 W. Magnolia, San Antonio.

TELEVISION

HELP WANTED

Production—Programming, Others

TV Program Manager
WANTED
Western Major Market

Exceptional opportunity at an exceptional station. Need immediately experienced television program manager. Must have minimum five years as program department head in one of top twenty five markets with complete experience in all facets of television programming. Please do not apply if your experience does not meet above requirements. Include complete history and salary requirements. Reply to Box 580H, BROADCASTING.

MISCELLANEOUS

Moving?
Send for Booklet

A free, 16-page booklet prepared by Burnham Van Service, Inc. can give you helpful, work-saving, cost-saving pointers on how to organize your move from city to city when you change jobs. How to prepare to move, tips on packing, a helpful inventory checklist of things to do are among the topics included. Write for your free copy. No obligation. Chuck Swann, Burnham Van Service, 1634 Second Avenue, Columbus, Georgia.

Business Opportunity

$69,720.17
Important Hawaii
Radio Station
Loan Over 10 Years
Station Free & Clear
as Security
Box 556H, BROADCASTING

EMPLOYMENT SERVICE

JOBS

ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U.S. MARKETS
MIDWEST SATURATION

Write for application now

WALKER EMPLOYMENT SERVICE

Jimmy Valentine—Broadcast Division
83 So. 7th St. Minneapolis 2, Minn.
FEderal 9-0961

FOR SALE

Equipment

950 MC STL
MODEL PCL-2A

Ideal to replace costly wire program circuits for AM, FM, and TV broadcasting. Eliminate second party—YOU maintain full control over link. U.H.F. antennas included. Leasing terms available.

MOSELEY ASSOCIATES
4416 Hollister Ave., P. O. Box 3192
Santa Barbara, California

FOR SALE

Stations

PACIFIC NORTHWEST
REGIONAL

Non-competitive single market fulltimer located in beautiful coastal area. Good gross and earnings history. Non-active owner advised to sell for health reasons. Extremely well equipped. Good real estate included in total price of $100,000 on excellent terms.

Box 209H, BROADCASTING

For Sale—(Cont'd)

Stations

FULL TIME NEVADA

Sacrifice at $90,000. 29% down. 5 years. Ideal for owner-operator.

Box 476H, BROADCASTING

FOR SALE—FULLTIMER

Excellent Southern market. Consistent gross and profits for past five years. $100,000 down and good terms.

Box 514H, BROADCASTING

WEST COAST MAJOR MARKET

Well known and substantial regional full time facility in one of the Nation's better growth markets. Average annual sales in excess of $500,000 with excellent earnings record. Realistically priced for immediate sale.

Box 574H, BROADCASTING

Midwest	single	500w d	100M	terms
Georgia	single	daytime	45M	25dn
West	small	VF-TV	150M	29%
New York	medium	daytime	120M	29%
Calif.	suburban	1kw-D	100M	29%
South	metro	fulltime	175M	cash
Texas	metro	1kw-D	225M	29%
South	Negro	low freq	75M	29%

And others

CHAPMAN COMPANY

1182 W. Peachtree St., Atlanta 9, Ga.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946

Negotiations Management
Appraisals Financing

HOWARD S. FRAZIER, INC.

1736 Wisconsin Ave., N.W.
Washington 7, D. C.

CONFIDENTIAL NEGOTIATIONS
For Buying and Selling

RADIO and TV STATIONS

in the eastern states and Florida

W. B. GRIMES & CO.

2000 Florida Avenue, N.W.
Washington 9, D. C.
DEcatur 2-2311

For Sale—(Cont'd)

Stations

AM

Regional, large market, owner will sell for cash, $40,000 month average gross . . . exclusive. Write only.

Norman & Norman, Inc.
Davenport, Iowa

FM

Class B in top ten market . . . $40,000. Collins eqpd. . . . less than 2 years . . exclusive. Write only.

AM

Daytimer, 5KW, adjacent to metro area, $260,000. Good terms, exclusive. Write only.

Norman & Norman, Inc.
Davenport, Iowa

GUNZENDORFER

OREGON MAJOR MARKET. New listing. Asking $215,000 with 29% down. Good terms. "A GUNZENDORFER Exclusive."

ARIZONA 250 WATTS FULLTIMER. Asking $78,000. Has real estate. "A GUNZENDORFER Exclusive."

WILT GUNZENDORFER AND ASSOCIATES

8630 W. Olympic, Los Angeles 35, Calif.
Licensed Brokers *Financial Consultants*

La. single $40,000—La. single $26,950—La. major $100,000—Okla. single $100,000—Tex. medium $160,000—Tex. single regional $145,000—Tex. single $59,750—Ark. major $180,000—Tenn. major $375,000—Fla. major power $550,000—Fla. major power $237,000—Tex. metro $275,000—N.M. regional $150,000—N.M. fulltimer $160,000—Calif. single regional $100,000—Miss. single $45,000—41 radio listings $26,950 to $865,000—7 tv $150,000 to $4,000,000.

PATT McDONALD CO.
Box 9266—GL. 3-8080
AUSTIN 17, TEXAS

STATIONS FOR SALE

SOUTH CENTRAL. Major market. Full time. Asking $180,000. 29% down.

CALIFORNIA. Exclusive. Full time. Asking $72,500. $10,000 down.

ROCKY MOUNTAIN. Competitive but growing. Asking $50,000. $10,000 down.

NEW ENGLAND. Full time. Fine market. Profitable. Asking $180,000. Terms.

JACK L. STOLL & ASSOCS.
Suite 600-601 6381 Hollyw'd Blvd.
Los Angeles 28, Calif HO. 4-7279

Continued from page 89

and Wolcott (Castle Peak), Colo.; Eagle Valley Tv Corp. on chs. 2, 10, 7 and 13 Colorado River Valley, Sheephorn and State Bridge area; Avon, Eagle, Edwards, Gypsum and Wolcott, Colo., KBTV ch. 9 Denver, KOA-TV ch. 4 Denver, KFBC-TV ch. 5 Cheyenne, Wyo., and KBTV ch. 9 Denver, via ch. 2 Kremmling (Yust Ranch), Colo.

■ Granted cps for following new uhf tv translator stations: K80BC, Bay Area Educational Tv Assn. on ch. 80, Concord and Walnut Creek, Calif., to translate programs of KQED ch. 9 San Francisco; condition; K77BB, Palo Verde Valley Tv Club Inc. on ch. 77 Blythe and Palo Verde Valley, Calif., KAET ch. 8 Phoenix, Ariz.

■ Granted cps for following new vhf tv translator stations; K05BL, K13DF, Lame Deer Community Tv Club on chs. 5 and 13 Lame Deer, Mont., to translate programs of KGHL-TV ch. 8, KOOK-TV ch. 2 Billings; KO3AX, Umatilla River Tv Assn. Inc. on ch. 3 Umatilla River Valley, Ore., KEPR-TV ch. 19 Pasco, Wash.; condition; K11DK, K09DE, K07DD, Riverside Tv Inc. on chs. 11, 9, 7, Ahsahka, Idaho, KHQ-TV ch. 6 KXLY-TV ch. 4. KREM-TV ch. 2 Spokane, Wash.; K04BS, City of Oakley on ch. 4, Oakley, Kan., KAYS-TV ch. 7 Hays, Kan.; K11DJ, K09DD, K07DC, Green River Tv Co-op, Green River, Wyo., KSL-TV ch. 5, KCPX-TV ch. 4, KUTV ch. 2 Salt Lake City, Utah; conditions.

WNNT Warsaw, Va.—Granted involuntary assignment of license to **Patricia Parker Headley**, executrix of estate of Grayson Headley.

WBSM-AM-FM New Bedford, Mass.—Granted involuntary transfer of control from **Joseph P. Duchaine** to **Maurice C.** and **Paul A. Duchaine**, executors of estate of Joseph P. Duchaine.

KEOK, Treasure Valley Bcstrs., Payette, Idaho—Granted assignment of license to **Billy R. Walker** and **David Lawrence Lester** d/b under same name.

KLIQ Portland, Ore.—Granted acquisition of negative control each by **John F. Malloy** and **Stanley G. Breyer** through purchase of stock from **Donald A. Breyer** and **Ted H. Factor.**

■ Granted renewal of license for following stations: KAPB Marksville, La., KFSA Fort Smith, Ark.; WABG Greenwood, Miss.; WBHB Fitzgerald, Ga.; WCMB Harrisburg, Pa.; WDAR Darlington, S. C.; WDOC Prestonsburg, Ky.; WEAM Arlington. Va.; WENT Gloversville, N. Y.; WFST-AM-FM Caribou, Me; WFWL Camden, Tenn.; WJVA South Bend, Ind.; WPDM Potsdam, N. Y.; WSLM Salem, Ind.; WVJS Owensboro, Ky.; WWJB Brooksville, Fla.; WDIA Memphis, Tenn.; WENK Union City, Tenn.

WPTN Cookeville, Tenn.—Granted mod. of cp to change ant.-trans. location; studio location and type trans.; remote control permitted.

WKPT Kingsport, Tenn.—Granted request for cancellation of cp which authorized change in frequency from 1400 kc to 1550 kc, change hours of operation from unl. to D, increase in power from 250 w to 10 kw, change in ant.-trans. location, install new trans. and other engineering changes.

WPTN Cookeville, Tenn.—Granted extension of completion date to June 15, 1962.

License renewals

WINS New York, N. Y.—Granted renewal of licenses with Comr. Lee concurring and Chmn. Minow and Comr. Bartley dissenting, Chmn. Minow with dissenting statement. Action Oct. 18.

Rulemakings

PETITIONS FILED

Part 15 DuKane Corp., St. Charles, Ill. (10-9-61)—Requests amendment of rules so as to increase scope of Subpart C, Part 15, Incidental and Restricted Radiation Devices, to include radio frequency powered ionic type acoustic transducers such as described in attachment A thereto, with suggested rewording as included in attachment B. Ann. Oct. 13.

Sec. 3.606 Tv Bcstg. Circuits Inc., Tuscaloosa, Ala. (10-9-61)—Requests amendment of rules so as to assign ch. 25 to Tuscaloosa, Ala. Ann. Oct. 13.

PETITION DISMISSED

Sec. 3.606 California Northwest Bcstg. Co., KVIQ-TV Eureka, Calif. (10-14-60)—*Requests amendment of the rules so as to allocate ch. 11 to Fort Bragg, Calif.

*Letter requesting dismissal of petition filed Oct. 11.

TOP FLIGHT

Somebody up there likes us. In fact — 10,000 somebodies in top jobs where the Decision Gets Made. TELEVISION'S soaring subscription figures prove it. Just the other day we received 25 new subscriptions from *one* major advertising agency which was buying them for its clients. Things like this happen again and again. ▪ Of course, we edit TELEVISION for a particular audience — the executive who has the time and interest to read articles which probe *below* the surface of topical news. ▪ TELEVISION is distinguished by thoughtful writing and fine illustration set in a handsome format. No wonder the number of advertisers scheduling TELEVISION is on the rise.

TELEVISION

OUR RESPECTS to Norman Louvau, manager of KCPX-TV Salt Lake City

You must live in and know an area to serve it

"There's no pat formula for running a television station," according to Norman Louvau, vice president of Columbia Pictures Electronics Company, and manager of CPEC-owned KCPX-TV Salt Lake City.

"Every community has its own accomplishments, its own short comings, and its own entertainment preferances. There's a great need for the public to be kept informed about what's going on in their community. What other media can match the impact of the local television station for a job of this kind? You must *live* in an area and *know* it before you can run a broadcast operation that contributes its full share to the best interests of the community. You can't *know* Salt Lake City from a desk in New York."

Theory Into Practice ▪ To carry out this theory Norm and his family have lived in Salt Lake City since CPEC acquired the station back in 1959. He recently went "back-to-school" to study Spanish while awaiting approval of his second tv station purchase, WAPA-TV San Juan, Puerto Rico.

A switch to ABC-TV about a year ago by the station has much to do with the dominant position KCPX-TV enjoys in the market, Norm says, but he takes pride too, in the role local programs have played: programs such as *Teenage Press Conference* and the documentary, *Soviet Timetable,* produced in cooperation with Utah National Guard's Freedom Academy.

Norman Louvau (and that's his complete name, without even a middle initial) was born in San Francisco, Nov. 28, 1916. High school graduated him at the thick of the depression, a time when there was no money for further schooling and no jobs for eager young men without experience. So Norm created his own employment.

He'd studied music as a boy and played any reed instrument, mostly sax and clarinet, so he formed a band and made the rounds of booking agencies getting engagements for it. "We worked most of the hotels and night clubs in the Bay Area and even farther," he said. "I got my first look at Salt Lake City when we were playing at the Rainbow Rendezvous."

But band dates were at night, which left Norm with nothing to do all day, an impossible situation for anyone with his vitality. So he pursued another interest, advertising, by working at various jobs in the advertising departments of the San Francisco newspapers. This led to a position with the Robbins Agency. "It was a small shop," he recalls, "and a great education, as I had the chance to try my hand at just about everything there is to do at an agency, from writing copy and laying out ads to hustling new business."

Bands and Boats ▪ Growing up in San Francisco, surrounded by water, Norm was born with a love of boats and sailing and he spent most of his free time on the Bay. In 1941 he saw that the nation's defense effort was keeping the tug boats busy and foresaw that with America's inevitable entry into the war, the demand for tugging would be even greater. So he and a friend pooled their resources and purchased a tug boat.

"We got a Navy contract almost immediately, that kept the tug—and us—busy around the clock. I had the band at night, so I ran the tug during the day. My partner had a day job, so he took the night shift at sea."

Business was so good that soon the partners were able to buy a second tug and had dreams of becoming fleet-owners, but along with booming business World War II brought greetings from the President and Norm found himself wearing sergeant's stripes and running an Army newspaper at the air base in Stockton, Calif. But the Navy needed his tugboat and they asked the Army to release him for three days a week, "so there I was, wearing an Army uniform but working for the Navy."

After the war, Norman decided that his knowledge of advertising and of entertainment formed a combination most usable in broadcasting. After helping an fm station (KRCC) get started, he joined the broadcast branch of the *San Francisco Chronicle,* working briefly at KRON-FM while KRON-TV was being built and for the next 12 years at this tv station, where he headed the sales operation and, in the early days, had charge of film buying as well. It was then he introduced strip programming to television, buying syndicated half-hour series and broadcasting them at the same time every day instead of only once a week. A familiar practice, today, it was a sensational innovation at the time.

In 1959, Mr. Louvau left KRON-TV to join Columbia Pictures as vice president and general manager of its broadcast subsidiary Columbia Pictures Electronics Co. His first assignment was to acquire some broadcast properties and his first acquisition was KCPX-AM-FM-TV, purchased from Time Inc.

A Helluva Pusher ▪ "He's going to hit Puerto Rico harder than Hurricane Carla," a KCPX-TV executive commented. "Norm's a terrific operator, quite an idea man, a good programmer and a great salesman. He's a helluva pusher, never convinced that whatever we've done couldn't have been just a little better than it was, but the way he does it we all admire him rather than resent the pressure.

In 1953, Norman married Bonnie Kever, a tv personality with her own program at KRON. They have a son, Raoul, four. Norm's on the ABC-TV Affiliates board of governors, as well as a charter member and director of the Television Affiliate Corp. He is a member of the Salt Lake City Chamber of Commerce and past commodore of the Corinthian Yacht Club in San Francisco. His hobby is still sailing and he has a catamaran on Bear Lake, one of the few sailboats in Utah.

Norman Louvau
No pat formula

EDITORIALS

A compliment that counts

PIERRE SALINGER, the White House news secretary, ventured a tribute to television and radio last week that left little doubt as to his opinion—and by implication, therefore, the Kennedy administration's opinion—that the so-called "power of the press" resides now among broadcasters.

In accepting The Pulse Inc.'s "Man of the Year" award for his part in putting President Kennedy's news conferences on the air live, Mr. Salinger, described today's broadcaster in these terms: "He is the guardian of the most powerful and effective means of communication ever designed, and more people depend on him for news, for information, for interpretation than on any other means of communication."

Mr. Salinger did not stop there. As purveyors of news and information, he said, broadcasters have no cause to be ashamed of their performance. On the contrary, he said, the quality of their work should not be obscured by the criticisms rampant lately. Although he thought more stations might consider carrying presidential news conferences in full—and this regardless of which party is in office—the disparity between radio-tv and newspaper coverage was emphasized by his point that transcripts of these sessions are carried by only eight newspapers in the entire U. S.

Mr. Salinger also recognized that coverage is not a one-sided obligation and that news sources themselves have a responsibility "to help make radio and television coverage possible." He said the current administration will do its part in "breaking down barriers" so that each medium will have the fullest possible latitude in using "the tools of its trade."

This kind of talk is not surprising to anyone who has watched President Kennedy's own skillful and extensive use of the broadcast media. Its importance is increased, however, by the fact that in saying it Mr. Salinger risked the ire of print media generally. This, as any broadcaster could tell him, can be spleenful ire, indeed—but, as we've been saying, the center of influence no longer resides there.

ASCAP: round one

COPYRIGHT, one of the oldest and most tortured subjects in broadcasting, emerges in the news after an absence of more than two years. ASCAP licensing agreements for television expire Dec. 31, and the tv broadcasters last week made their proposal for new licensing terms to the performing rights society.

Copyright is a complex subject. Royalty payments are critically important overhead items both in radio and television. Although precise figures are hard to come by, we are told that about nine-tenths of ASCAP's total revenue of some $32,000,000 in 1960 came from the broadcast media. Television paid in about $18 million; radio about $10 million. This aside from copyright payments to Broadcast Music Inc., which grosses almost half of ASCAP's total, as well as to smaller licensing entities.

All told, television is paying about $26 million annually to all licensing groups. The All-Industry Television Station Music License Negotiating Committee, which has been diligently at work for many months in analyzing the problem, feels that payments are inordinately high and the formula inequitable, if not at variance with the anti-trust laws. It so told ASCAP last week in a detailed presentation. ASCAP can be expected to react negatively.

The All-Industry Committee seeks from ASCAP the treatment accorded theatrical motion picture exhibitors in television's performance of motion pictures and syndicated filmed or taped programs. This would entail clearance at the source for all new product, with stations then paying a licensee fee based only on receipts from locally originated programs. This would be a departure from the blanket and per program licenses currently in effect.

The committee cogently spells out other reasons for reduction in television rates relating to various types of programs in which no music or incidental music is used. It also asks that the differential between the current per program and the blanket license rates be lowered to a level at which the per program license "becomes a genuine alternative to the blanket license."

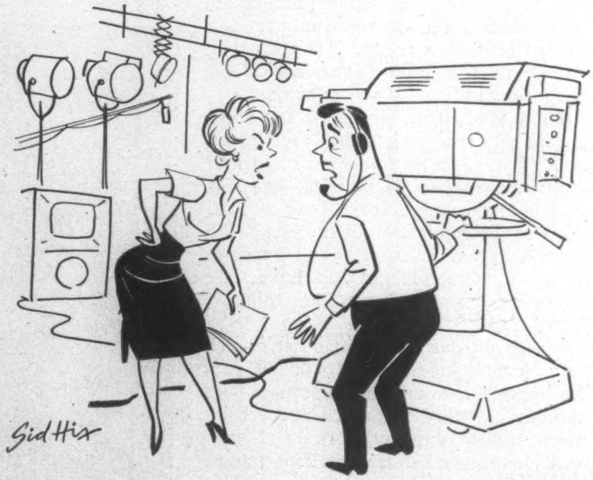
The new negotiations apply to television only. In June 1959 radio broadcasters, through an all-industry committee that challenged an ASCAP proposal to renew at the same rates, effected a 9% savings (roughly $1 million) which benefited all radio stations under a five-year contract retroactive to Jan. 1, 1959. But only 700 stations contributed to the committee's fund. About 2,000 got a free ride.

The tv committee's work, including the retention of eminent counsel, so far is being underwritten by about half of the television stations through pledges of four times their highest quarter-hour rate. Since all stations stand to benefit from the evolution of a more equitable formula, all stations should carry their proportionate share of the cost.

The standard bearer

IF Bob Swezey, the new director of broadcasting's beefed-up Code Authority, adheres to his announced intentions, he may lose the next popularity contest conducted in the industry, but radio and television will gain in stature and respect.

Mr. Swezey last week identified his new job as that of "an industry conscience." A conscience can be bothersome at times, but only when its possessor is doing something that he hopes will escape its notice. We suspect that some broadcasters will be bothered by Mr. Swezey. But more will not. As a man who has had practical experience in both network and station operations, Mr. Swezey can be expected to apply a useful mixture of realism and idealism to his job. The aims he announced last week are consistent with those of all respectable broadcasters.



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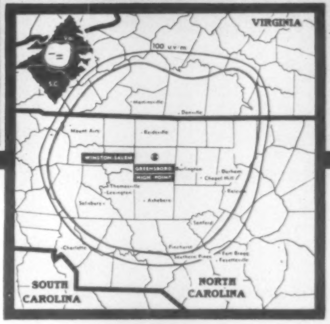
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Take one full measure of cooking skill, add a portion of showmanship and a dash of humor . . . You have the recipe for Cordelia Kelly's enduringly popular cooking show. Cordelia, WFMY's Home Economics Director, here enjoys a grocery store chat with one of her viewers. She talks with many of her TV friends in person, and to thousands *of them by mail. Women everywhere in WFMY's coverage area of 466,640 TV homes feel that Cordelia is their "next neighbor", and they love to trade kitchen talk with her—3,000 wrote requesting her recipe for German chocolate cake. Her mail also includes just plain fan letters. A woman over near Chapel Hill wrote, "You've taught me more about cooking through TV than I ever knew before." In the nation's 44th television market "Mom's cooking" wouldn't be that good if it weren't for Cordelia Kelly.*

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